

**Leigh Maida** | leigh@spankyandleigh.com

### **Professional Experience** Food + Drink

**Memphis Taproom** | Corner of Memphis + Cumberland Streets, Philadelphia | Opened APR/08  
Opened neighborhood kitchen and taproom with husband, and partners. Responsible for interior and exterior design, overall restaurant concept and all branded, web and marketing materials. Day-to-day activities include organizing and promoting special events, staffing and scheduling front-of-house employees, managing shifts and polishing lots and lots of silverware.

**Matyson** | 37 South 19th Street, Philadelphia | AUG06/MAR08  
Server, contemporary American BYOB restaurant.

**Ansill** | 3rd & Bainbridge Streets, Philadelphia | JAN06/SEP06  
Server, focus on European-style small plates, “a snack and wine bar for food-conscious adults”.

**Somerton Tanks Farm** | SUMMER04/SUMMER06  
Farm hand, opportunity to learn about and help produce locally and organically grown vegetables.

**Monk's Cafe, Fergie's Pub, Grace Tavern** | Philadelphia | Since 2000  
Graphic Designer, responsible for all marketing materials for 3 well known establishments, including packaging/label design for Monk's Cafe Flemish Sour Ale bottles.

**New Wave Café** | 3rd & Catharine Streets, Philadelphia | NOV05/JAN06  
Server, 35 covers in pub-style dining area, plus 5 cocktail tables in bar area.

**Nodding Head Brewery & Restaurant** | 15th and Sansom Streets, Philadelphia | On-and-off as needed, since 2002  
Server, hostess, food-runner, 80+ covers in busy brew-pub.

### **Professional Experience** Graphic Design

**Drexel University** | Philadelphia, PA | FEB05/NOV05  
Graphic and Web Designer, responsible for branding, marketing and print and website design for 15 unique departments under the Office of the Senior Vice President, including: Student Life, Dining Services, Athletics, Business Operations, Human Resources, Procurement, Health Sciences and others. Standard daily work-load consists of 20+ individual medium-to-major projects, in addition to ongoing division-wide design responsibilities and brand management, including print marketing, event promotion and website maintenance.

**Leigh Maida Graphic Design** | Philadelphia, PA | APR02/JAN05  
Freelance Graphic Design. Clients include Matha MacDonald, Temple University Hospital Auxiliary, Pennsylvania College of Optometry, The Academy of Natural Sciences, Manor College, Allstate Insurance, Lehigh Valley Physicians' Services, Montgomery County and Philadelphia School District Head Start Programs, Kimball Communications, Monk's Cafe, Lafayette Hill Family Medicine, ITA Cancer Management, American Red Cross, AstraZeneca, Nodding Head Brewery and Restaurant, AGT Seven, Holy Family University, The University of Pennsylvania and Centocor, Inc.

**Commonwealth Risk** | Philadelphia, PA | SEP00/APR02  
Graphic Designer, responsible for all in-house and field client design needs. Duties include creative direction and design of print, web and multimedia marketing materials for parent company and 20+ sister companies. Examples include: branding campaigns, corporate communications; newsletters, sales kits; brochures; advertising campaigns; promotional materials and products; broadcast faxes; direct mail; art direction of client and corporate web sites; sales materials; corporate presentation materials; PowerPoint presentations; design, production and maintenance of all corporate stationary systems; logo design and implementation.

**Philadelphia Weekly** | Philadelphia, PA | SEP98/APR00  
Assistant Production Manager, responsible for pre-press handling of all color advertisements, including major national accounts; handling digital material received from clients/agencies; working directly with the marketing department on concepts for in-house seasonal and promotional campaigns/ events and design of all materials related to them; execution of weekly print advertisements; and editorial layout of weekly personals pages.

**The Hal Lewis Group/Biologix** | Philadelphia, PA | JUL98/SEP98  
Freelance Designer, involved with preparation of presentation materials, design of advertisements appearing in domestic and foreign medical journals, and layout of pharmaceutical brochures.

*continued next page*

## **Education** Formal

**The Art Institute of Philadelphia** | Philadelphia, PA | SUMMER/01  
Web Site Design

**West Chester University** | West Chester, PA | SEP95/MAY98  
BFA (Graphic Design) Minor Degree in Art History

**Wells College Study Abroad Program** | Paris, France | SEP96/JAN97  
Cité Universitaire de Paris, France  
Painting, Photography, Art History curriculum

**Montgomery County Community College** | Blue Bell, PA | SEP93/MAY95  
Associates Degree in Liberal Arts, Fine Arts concentration

## **Recognition** Awards + Notices

**Association of Marketing and Communications Professionals**  
2006 Platinum MarCom Creative Award

**League of American Communications Professionals**  
2005 Megellan Award  
Government/Educational Institutions Organizational Communications Category

**Association of College Unions International**  
2005 "Steal This Idea" Best Marketing and Promotion Idea  
(2 Awards: Student Union Website and Restaurant Branding Campaign)

**The Big Book of Business Cards**  
2005 publication

**American Corporate Identity 19**  
2004 Logo publication

**League of American Communications Professionals**  
2003 Inspire Awards, Platinum Winner  
Employee Communications Competition

**Insurance Marketing Communications Association**  
2002 Annual Showcase Award of Excellence (3)  
2001 Annual Showcase Award of Excellence  
2001 Annual Showcase Best in Show

**Print Magazine**  
2000 Regional Design Annual

## **Portfolio + References** Available upon request