

Contact

Thornton, CO
(970) 227-5276
lesliekochevar@yahoo.com
www.lesliekochevar.com

Technical Skills

Adobe Creative Suite
InDesign • *PhotoShop*
Illustrator • *XD*
Premiere • *After Effects*
Figma
Microsoft PowerPoint
Google Suite
Slack • Asana • Monday
Wix • Squarespace • WordPress
Shopify
Later • Buffer • Planoly
Hootsuite
Hubspot
MailChimp
Social Media
Facebook • *Instagram*
YouTube • *TikTok*
LinkedIn • *Bluesky* • *X*

Professional Skills

Art Direction
Graphic Design
Brand Development
Social Media Marketing
UX/UI Design
Typography
Color Theory
Print Design
Digital Design
Project Management

Education

BFA, Graphic Design
Rocky Mountain College
of Art + Design
Denver, Colorado
Summa Cum Laude

AA, Liberal Arts
Aims Community College
Loveland, Colorado
Phi Theta Kappa Honor Society

Professional Experience

Co-Owner / Art Director / Graphic Designer / Publication Expert

WrapFam Unleashed Magazine | Thornton, CO (Remote) | Nov 2023 – Present

- Spearhead brand development for the magazine, maintaining a bold visual identity that resonates with the vinyl wrap industry.
- Design each issue of the digital magazine, coordinating layouts, branding, and promotional assets.
- Develop engaging social media content and email marketing campaigns to grow readership and engagement.

Owner / Graphic and Web Designer / Social Media Marketing

North Star Graphics | Thornton, CO (Remote) | Aug 2008 – Present

- Art direction for branding, publications, digital marketing, and social campaigns.
- Develop client branding systems, from logo design to full collateral packages.
- Create custom assets, including reports, presentations, ads, and marketing materials for a range of freelance clients.
- Design and build websites, focusing on user experience, responsive design, and brand alignment.

Contract Graphic Designer

Yellow Scene Magazine | Erie, CO (Remote) | Feb 2024 – April 2024

- Designed in-house ads, promotional materials, and email campaigns.
- Updated WordPress-based website.
- Supported production workflow and layout design under tight deadlines.

Talent Manager / Website & Social Media Manager

Onda | Salt Lake City, UT (Remote) | Jan 2023 – Feb 2024

- Managed and updated Squarespace and Shopify websites.
- Led and implemented social media strategy and content.
- Executed talent recruitment, communications, and database management.

Vendor Relations / Project Manager, Creator Collective

Harmon Brothers | Salt Lake City, UT (Remote) | Aug 2021 – Dec 2022

- Matched consulting clients with vetted vendors and freelancers based on project scope, budget, and timeline.
- Managed vendor relationships and ensured smooth communication.
- Acted as project manager and storyboarder for Creator Collective, a UGC team made up of influencers creating branded content.

Additional Relevant Experience

Graphic Designer, Special Projects Team – Sports Authority

- Created promotional print materials for in-store and direct mail marketing campaigns.

Art Director / Graphic Designer – National Business Media

- Led design for six B2B publications and launched three additional national trade magazines.

Graphic Designer – Page Publishing

- Designed layout and managed production for a 64-page bi-monthly consumer RV lifestyle magazine.