

Frances Lessor (She/her)

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413.314.3194

SUMMARY

Proficient, multi-talented graphic designer with a strong background in the print industry ready to leverage these skills to support a team in an agency setting. Skilled in editorial / publication design, desktop publishing, book and magazine layout, photo retouching, composition, and typography.

EXPERIENCE

New Jersey Performing Arts Center | Newark, NJ (remote)

Sep 2022–Present

Freelance Graphic Designer | Jan 2024–Present

- Support Creative Department on special projects using the NJPAC brand, including the annual report.

Graphic Designer, Marketing | Sep 2022–Jan 2024

- Integrated company brand seamlessly with hundreds of client brands including shows for Joey Fatone and AJ McLean, Spider-man, Samantha Bee and more.
- Designed marketing and collateral materials to promote events, often producing 5–10 projects simultaneously while meeting 99% of deadlines.
- Executed designs in digital and print, then prepared them for final output/production, ensuring they met media requirements.
- Produced work with a high level of creativity, skill, and attention to detail.
- Collaborated with Creative Director and Editorial team of 3 people to realize final projects.
- Communicated daily with a team of 6 through Wrike and Google Chat.

Freelance Designer | Western Mass; New York, NY

Jul 2010–Present

Owner & Designer

- Work with clients to design covers and interiors for a diverse selection of print and eBooks.
- Format text-heavy editorial design and photo-based book interiors for fiction and non-fiction.
- Convert print files to properly reflow as eBooks.
- Adhere to print and eBook guidelines for clients to self-publish on Kindle Direct Publishing and IngramSpark.

TigerPress | East Longmeadow, MA

Oct 2016–Sep 2022

Senior Graphic Designer, *Supermodels Unlimited International* | Oct 2021–Sep 2022

- Developed covers, page layouts, and retouched photos for *Supermodels Unlimited International* online, a division of *Supermodels Unlimited* and TigerPress.
- Created interactive PDF's of *Supermodels Unlimited International* online magazine and art direct placement on sumagonline.com.
- Coordinated with the Editor on retouching photos and creating layouts for *Supermodels Unlimited* magazine *Most Beautiful Edition 2021*.

Graphic Designer/Offset Prepress | Jul 2020–Sep 2022

Digital Prepress Designer/Sign Production Artist | Oct 2016–Jul 2020

- Conceived artwork and print layouts tasks for clients using original concepts or following established brand guidelines.
- Performed prepress, desktop publishing, and print production duties.
- Preflighted, troubleshot and updated design files for printing.
- Created in-house advertising and marketing materials.
- Maintained an average efficiency of 130% while operating in a dynamic workflow.
- Designed custom scorecards leveraging client branding for the golf division, TigerScorecards; sales increased 125%.

artist & designerd
Left Brain
Left & Right Brain



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EXPERIENCE (CONT ...)

Open Road Integrated Media | New York, NY

Sep 2015–Apr 2016

Design Intern | Sep 2015–Feb 2016

Freelance Designer | Feb–Apr 2016

- Collaborated with Associate Art Director and Editorial Department to design over 100 eBook covers and mechanicals with original and branded art.
- Designed full cover mechanicals and eBook editions.

St. Martin's Press | New York, NY

Sep 2014–Dec 2014

Marketing & Publicity Intern: Non-Fiction

- Assisted Digital Marketing Manager with web layouts.
- Performed administrative duties and mailings.

Amherst Copy & Designworks | Amherst, MA

Sep 2005–Jan 2014

Graphic Designer

- Designed promotional materials.
- Prepared files for offset and digital printing.
- Oversaw production quality and workflow.

SKILLS

Software (Mac & PC)

- Adobe Creative Suite: InDesign, Photoshop, Illustrator, Bridge, Acrobat Professional
QuarkXpress | Microsoft Office: Word, Excel, Powerpoint | Google Docs

Design/Technical

- Typography | Layout | Photo Retouching | Color Correction |
Traditional & Digital Art | Visual Hierarchy | UX/UI Design

Professional

- Creative | Detail-oriented | Envision End Results | Leadership | Project Management | Communication
Multi-task | Prioritize Effectively to Meet Deadlines | Excel in a Fast-paced Environment | Proactive Learner

AWARD

- PINE Award of Excellence: *Best Use of Photography* – TigerPress Calendar | 2019

PORTFOLIO HIGHLIGHTS

SUI: The It Girl Issue | East Longmeadow, MA | Jan 2021

- Magazine Design | Photo Retouch | Interactive PDF

Terry Mollner | Shutesbury, MA | Apr 2019–Present

- 4 Books | Interior Layout & Publishing (*print & e-book*)

The Unwritten School | Springfield, MA | 2020

- Website & Promotional Materials

Marie Meder | Chicopee, MA | 2017

- *Many Faces, One Mary* | Book layout & design

Open Road Integrated Media | New York, NY | 2015–2016

- Cover Redesigns | Interior Typesetting (*Intern*)

EDUCATION

Master Of Science | *Publishing: Digital & Print Media*

New York University | New York, NY

Bachelor of Fine Arts | *Graphic Design & Studio Art: Painting*

Keene State College | Keene, NH

artist & designer

Right Brain Left Brain Left & Right Brain

