



**Anna Leonard**  
*Visual Communicator • UX/UI*  
*& Web Designer • Illustrator*

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## EDUCATION

### **Bachelor of Science in Visual Communication Design**

Thomas Jefferson University | Philadelphia, PA | Aug 2022–May 2026

**GPA:** 4.0 | **Dean's List:** Fall 22–Spring 25

Dean's Advisory Council and Inaugural Member of William A. Finn Leadership Program

## EXPERIENCE

### **Graphic and Web Design Intern**

The Moving Company | Philadelphia, PA | May 2025–present

Drive visual design for branding, UX, and marketing initiatives at a B2B growth agency serving diverse clients. Elevate engagement across marketing campaigns through digital ads and social media assets. Enhance brand recognition and visual consistency through developing websites, logos, signage, merchandise. Transform complex information into visually compelling and accessible content for ebooks and global reports.

### **Design Research Assistant**

Thomas Jefferson University | Philadelphia, PA | Feb 2025–May 2025

Conducted primary and secondary research to document creative achievements on the Jefferson East Falls campus. Integrated historical and archival research with information design and prototyping technology to develop an interactive, multidimensional map experience. Presented research insights to institutional stakeholders through designed visuals and written materials.

### **Graphic Design Intern and VCD Production Assistant**

Thomas Jefferson University | Philadelphia, PA | May 2024–Dec 2024

Improved program visibility updating the Visual Communication Design website in SquareSpace's website builder to feature student projects. Supported student production workflows by managing and operating large-format inkjet printers. Advanced an established design system through the continuation of a branded booklet series, enhancing student access to academic resources. Designed a Student Essentials booklet to guide new/transfer students through department tools and technology.

## LEADERSHIP

### **President, AIGA Jefferson**

Thomas Jefferson University | Philadelphia, PA | Aug 2025–present

Spearhead event planning, workshops, and speakers with an executive board. Foster community among student designers and connect them to the professional design network. Vice President from Aug 2023 – May 2025.

### **Creative Director, Her Campus at Jefferson**

Thomas Jefferson University | Philadelphia, PA | Apr 2024–present

Drive creative vision and marketing strategy for the Jefferson chapter of Her Campus, a national online magazine. Lead the social and design team in producing editorial and social content to amplify the voices of college women. Grow engagement across campus and the broader community, collaborating with chapter leadership to develop campaigns and event promotions.

## RECOGNITION

### **Locally Sourced**

AIGA Philadelphia | 2024, 2025

Honorable Mention for New Student Essentials booklet (Issue 3) and Cheesy Chums Packaging Design (Issue 4).

### **People's Choice Award**

AIGA Jefferson x AIGA Philadelphia Poster Gala | April 2025

Poster titled "09.26.09" for a nostalgia themed annual Poster Gala.

## SKILLS

Adobe Illustrator, Photoshop, InDesign, Figma, Procreate, Canva, Google Workplace, Microsoft Office, Content Management Systems, Web Design, UX & UI Design, Branding & Identity Design, Illustration, Data Visualization, Photography, Event Planning, Social Media Management, Experience in HTML, CSS, and JavaScript, Google Ads (Apps & Search Certified)