



Leslie Kochevar

Senior Graphic Designer

Denver Metro Area • (970) 227-5276 • lesliekochevar@yahoo.com • [Portfolio](#) • [LinkedIn](#)

Professional Summary

Senior graphic designer with 15+ years of experience creating polished print and digital design across publications, reports, presentations, marketing campaigns, and brand communications. Skilled in translating complex content into clear, audience-ready visual materials, with strong expertise in typography, layout, production workflows, accessibility, and Adobe Creative Suite. Known for being fast, organized, responsive, and easy to plug into existing teams, with experience working inside client systems, brand guidelines, production workflows, and cross-functional review processes.

Core Strengths

Publication Design • Report Design • Social Media Graphics • Web Layouts • Email Graphics • Typography • Information Hierarchy • Storyboards • Brand Design • Campaign Assets • Marketing Collateral • Presentation Design • Print Production • Digital Production • Vendor Specs • ADA/508 Compliance • Multi-Format Asset Adaptation • Adobe Creative Suite • Figma • Microsoft Office • Canva • CMS • Project Management • Email Marketing & CRM

Professional Experience

Freelance Senior Graphic Designer

North Star Graphics & Promotions | Thornton, CO | Aug 2008 – Present

- Provide design support for clients across education, nonprofit, tourism, real estate, health and wellness, small business, and B2B.
- Design reports, presentations, publications, marketing collateral, campaign assets, maps, ads, signage, event materials, and digital graphics.
- Transform complex or loosely organized content into polished, audience-ready design with clear hierarchy, strong typography, and practical usability.
- Lead projects from concept through final production, managing client communication, revisions, vendor coordination, accessibility requirements, and print- and digital-ready deliverables.

Co-Founder / Creative Director

WrapFam Unleashed Magazine | Thornton, CO | Dec 2023 - Present

- Lead design and production of a monthly digital trade magazine, creating covers, editorial layouts, feature designs, advertising placements, promotional materials, and final issue files.
- Manage the recurring production workflow, coordinating writers, contributors, advertisers, photography, revisions, layout, and delivery under monthly deadlines.
- Maintain a cohesive visual brand across the publication, social media, email marketing, website graphics, advertiser materials, and issue promotion.

Talent Manager / Website & Social Media Manager

Onda | Provo, UT | Jan 2023 – Feb 2024

- Sourced, vetted, onboarded, and maintained relationships with creative contractors for white-label client work, managing communication, availability, and project fit.



- Built and maintained a Shopify-based talent database and used Monday.com and HubSpot to track contractor activity, client needs, and internal workflows.
- Supported brand visibility through original social media graphics and content, along with secondary website updates in Squarespace.

Vendor Relations / UGC Project Manager

Harmon Brothers Consulting | Provo, UT | Aug 2021 – Dec 2022

- Researched, sourced, vetted, and recommended vendors and contractors for consulting clients based on project needs, budget, services, and business goals.
- Maintained an organized vendor resource system tracking contractor specialties, availability, fit, and client recommendations.
- Supported Creator Collective UGC team campaigns as liaison between creators and clients, assisting with storyboards and creative briefs while tracking deliverables and timelines.

Graphic Designer

SwaggerBrand | Remote | Apr 2017 - Jan 2020

- Designed trade show booth graphics, product labels, promotional packaging, brochures, digital ads, and event materials, producing brand-aligned files for print, digital, and events.

Graphic Designer, Special Projects Team

Sports Authority | Englewood, CO | Sep 2009 – Feb 2010

- Created specialty ads, coupons, and promotional graphics for nationwide retail mailers and in-store use, working within established brand standards and team review processes.

Art Director / Graphic Designer

National Business Media | Broomfield, CO | Jul 2001 – Dec 2008

- Promoted from Ad Artist to Art Director, beginning in advertising design and production before leading design for startup B2B magazines, including *Toy Hauler Magazine*, *RV PRO*, and *Decorative Arts*.
- Developed brand identities, magazine templates, covers, department pages, editorial layouts, and visual systems for new publication launches.
- Art-directed and produced monthly editorial content, maintaining consistency, readability, and production accuracy under publication deadlines.

Publication Graphic Designer

Page Publishing | Loveland, CO | Apr 2002 – May 2005 (*concurrent with NBM*)

- Designed full editorial layouts and delivered press-ready files for a bi-monthly RV consumer magazine.

Education & Ongoing Training

BFA, Graphic Design

Rocky Mountain College of Art + Design, Lakewood, CO

Summa Cum Laude

Udemy Complete Figma Megacourse: UI/UX Design Beginner to Expert