



Leslie Kochevar

Graphic Designer | Art Director

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Professional Summary

Creative and reliable Graphic Designer and Art Director with 15+ years of experience across print, digital, publication, and brand design. Skilled in layout, packaging prep, and campaign assets for a range of industries, including consumer brands, media, and nonprofits. Adept at managing projects end-to-end, from concept through production, with expertise in Adobe Creative Suite, Figma, and accessible content creation. Known for blending strategy with execution and delivering consistent, high-quality design under tight deadlines.

Skills

Graphic Design • Art Direction • Brand Systems • Packaging & Print Production • Publication Layout • Digital Campaigns • Social Media Graphics • Accessible Design (ADA/508 Compliance) • Website Design (WordPress, Wix) • Motion Graphics (After Effects, Premiere Pro) • Client & Stakeholder Communication • Adobe Creative Suite • Figma • Acrobat Pro • Microsoft Office 365

Professional Experience

Co-Owner / Art Director / Graphic Designer

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 / Art Director / Graphic Designer (Freelance)

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

Concurrent with other roles

- 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 using Wix and Squarespace, focusing on user experience, responsive design, and brand alignment.

Graphic Designer

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

Short-term contract; ended due to the company's inability to maintain payroll

- Designed 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 | Provo, UT (Remote) | Jan 2023 – Feb 2024

Moved to Onda after working with the same leadership team at Harmon Brothers; role expanded into talent management and digital marketing responsibilities

- Managed 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 | Provo, 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 between clients and vendors.
- Acted as project manager and storyboarder for Creator Collective, a UGC team made up of influencers creating branded content.

Graphic Designer

Swaggerbrand | New Orleans, LA (Remote) | Apr 2017 – Jan 2020

- Designed brand assets for agency clients and ensured consistency across digital and print materials.

Contract Graphic Designer, Special Projects Team

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

- Designed signage and campaign collateral
- Participated in creative team reviews

Art Director (2003–2008) / Graphic Designer / Ad Artist

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



- Designed editorial layouts and ads for 6+ monthly 60+ page B2B magazines
- Maintained brand standards across editorial, sales, and promotional materials
- Prepared press-ready files and coordinated with printers for production
- Created booth graphics and signage for NBM trade show events

Freelance Publication Graphic Designer

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

- Designed editorial layouts and ads for a consumer bi-monthly RV travel magazine
- Delivered final files for print and coordinated ad placement

Education

BFA, Graphic Design – Rocky Mountain College of Art + Design, Denver, CO

Summa Cum Laude

AA, Liberal Arts – Aims Community College, Loveland, CO

Phi Theta Kappa Honor Society