

# Leicester Mitchell

Mobile +1 (225) 571-4908 | Email Leicester.mitchell@gmail.com

Website designer and photographer with creative design and problem solving skills. Track record of delivering customer-centric designs that improve customer shopping experiences and increase online sales results. Deliver better customer shopping experiences and unique design innovations through typography, website layout, relevant photography and animation.

## Work History

### Crate and Barrel Holdings, Inc., Northbrook, IL

2012 – ...

---

#### Visual Designer 2014 – ...

Report to the Lead Designer. Responsible for designing and updating online brand pages for crateandbarrel.com including the homepage, landing pages, and super category pages. Used A/B test results and site statistics to influence visual designs and increase sales by driving higher conversion and basket size (\$). Created consistent brand presentation site-wide by developing typography standards and design modules for crateandbarrel.com.

- Executed the monthly homepage refreshes for crateandbarrel.com that include any new brand positioning, re-imagining features based on A/B test results and site statistics, and intra-month feature updates designed to increase online sales.
- Created the homepage personalization strategy working with site merchants.
- Used test results to redesigned the mobile homepage in order to increase mobile click-through and conversion rates.
- Drove increased site traffic by executing designs for the Ideas & Advice section of crateandbarrel.com that consists of over 300 pages of SEO/organic search content.
- Designed the Original Art landing page that promoted the brand's partnership with Ugallery. Art directed photo shoot for the Original Art campaign that appeared across several brand pages on crateandbarrel.com.
- Increased curtain category sales by providing art video direction supporting the seasonal Curtain Sale.
- Developed the system for type standards and design modules that enabled designers more flexibly and quickly respond to market changes, new marketing sales, and last-minute merchandising product adjustments.

#### E-Commerce Production Designer 2012 – 2014

Responsible for designing and updating spill page themes, spill page banners, digital store signage, marketing banners, and information landing pages for crateandbarrel.com. Edited photography to deliver inspiration and increase sales for spill landing pages. Designed typographic themes to support marketing sales and promotional offers on spill pages and digital in-store signage. Developed animated marketing banners to bring awareness to the brand across crateandbarrel.com.

- Designed Careers page to bring fresh and emotional messaging to the Careers section including brand-appropriate employee portraits.
- Created the Lodge landing page to showcase product care information and customer tips, all while maintaining the shopability of the page.
- Designed web banners with animation for several brand initiatives including the Annual Upholstery Sale, Black Friday Sales and Gift Registry (used by shoppers year-round).

- Designed digital in-store signage to bring awareness among in-store shoppers of the additional products and promotional offers available online.
- Developed and designed the online Catalog page with several easy-to-use features including ordering direct mail catalogs and finding past catalogs. Developed the mechanism for new catalogs to be added monthly while making it easy for customers to browse and shop.
- Created Sweepstakes landing page with several contest features.

## Photography Summer Intern 2011

Responsible for retouching and finishing photography for product pages on crateandbarrel.com. Actions included color correction for catalog photography and ensuring creative consistency across print and digital platforms.

- Retouched and finished silhouette photography that included products on white backdrops, removing scratches, spots and other blemishes, and color correcting.
- Used product samples from merchandising to color correct images placed in direct mail catalogs.
- Supported product photo shoots on location gathering products, adjusting lighting, maneuvering props on set and other related activities.

## Freelance

2009 – ...

---

### Graphic Designer and Photographer

Worked with fashion stylists and clothing designers to develop the creative direction for photo shoots. Delivered the final edited photos for use in magazines, promotional campaigns and commercial sales. Worked with the creative directors for well-known magazines to complete editorial work. Designed and developed portfolio of photos for agency models, makeup artist and hair stylists.

Created logos for fashion organizations. Developed business cards and typographic branding for a variety of artists and other professionals.

## Chicago Artists' Coalition

2012 – 2014

---

### Media Intern (Pro Bono Experience) 2012 – 2014

Responsible for video and photography at promotional events and/or workshops. Produced artist portraits for promotional use across print and online formats. Created promotional videos for web users. Led the team to conduct video workshops.

- Worked with key leaders to develop the marketing campaign to promote upcoming events and/or workshops. Those campaigns featured artists and other professionals involved in those events and/or workshops.
- Developed well-designed, easy-to-use web learning tools.
- Created marketing videos based on footage taken at promotional events, workshops and other events.

## Publications

**Always Therro Magazine**, Chicago, IL (2015) | **Ellements Magazine**, Chicago, IL (2015) | **Nail It!** Chicago, IL (2013) | **Amelie G Magazine**, New Orleans, LA (2012) | **Lucky Bucks**, Hammond, LA (2012) | **25 Health and Beauty Guide of 225 Magazine**, Baton Rouge, LA (2012) | **Amelie G Magazine**, New Orleans, LA (2011).

# Education

**Southeastern Louisiana University**, Hammond, LA, Bachelor of Arts, Graphic Design & Photography, 2012.

## Awards and Leadership

President of Visual Arts Society | Secretary of Kappa Pi Arts Fraternity | Best In Show (Highest Recognition for Overall Show, 2012) | Best in Photography (Highest Recognition for Photography Category (2011) | Presidents List (2012, 2011) | Dean's List (2011, 2010, 2009) | Honor Roll (2008).