

CONTACT INFORMATION
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805.886.7456

MIKE LEISURE

ART DIRECTION + STRATEGIC DESIGN

PROGRAM PROFICIENCY

PHOTO
PHOTOSHOP
LIGHTROOM
BRIDGE
CAPTURE ONE

GRAPHIC
ILLUSTRATOR
INDESIGN

VIDEO
PREMIERE PRO
AFTER FX
FINAL CUT 7
AVID

AUDIO
PRO TOOLS
LOGIC
REASON
AUDITION

DESIGN PROFICIENCY

GRAPHIC DESIGN
MOTION GRAPHICS
TYPOGRAPHY
LOGOS
LAYOUTS

PROFESSIONAL SKILLS

ART DIRECTION
PHOTOGRAPHY
VIDEOGRAPHY
PHOTO RETOUCHING
LAYOUT DESIGN

EDUCATION

FIDM | LOS ANGELES, CA SPRING
FASHION INSTITUTE OF DESIGN & MERCHANDISE
ASSOCIATE OF ARTS: DIGITAL MEDIA 2013

SBCC | SANTA BARBARA, CA SPRING
SANTA BARBARA CITY COLLEGE
ASSOCIATE OF ARTS: BUSINESS 2011

WORK EXPERIENCE

PROPER DIGITAL | UNITED STATES

JANUARY 2019 - PRESENT // FREELANCE ART DIRECTOR

- + Help bring small brands to life through creative storytelling, brand strategy and art direction
- + Design and develop digital assets from photo, video, websites and brand assets to launch new businesses

FIVE FOUR GROUP | LOS ANGELES, CA

JUNE 2016 - JUL 2018 // ART DIRECTOR

- + Fulfilled the role as Art Director to three verticals within Five Four Group, a fast-growing mens fashion company
- + Developed visual concepts of monthly look books, ad campaigns, and print/digital publications
- + Increased membership retention by 22%, implementing campaigns with compelling storytelling and powerful visuals
- + Streamlined creative work flow with the development of systems and templates
- + Worked in editing suites to oversee the finished product
- + Lead, supervised & motivated creative and design teams
- + Review and approve designs, artwork, photography, and graphics
- + Scout and determine campaign talent and locations
- + Produce visual decks and presentations to effectively communicate vision and ideas
- + Produce major ad and billboard campaigns
- + Possess the creativity, technical know-how, and strategic skills to effectively execute visual concepts, manage multiple projects, and wear many hats when needed

FIVE FOUR GROUP | LOS ANGELES, CA

JANUARY 2015 - JUNE 2016 // DIGITAL MEDIA DESIGNER

- + Proficient in Adobe Creative Suite
- + From concept to creation, produced creative assets for social and digital media
- + Significantly decreased CAC by creating engaging and high converting ads
- + Styled flats for photography
- + Efficiently produced video, photo, and graphic content for social, ad, and web purposes
- + Filmed and edited TV commercial ads

COLORS LA & THE HOLY GRAIL | LOS ANGELES, CA

JANUARY 2014 - OCTOBER 2014 // SOCIAL MEDIA MANAGER

- + Shot and edited photos for social use
- + Set and execute monthly social content calendar
- + Created data and engagement reports on content performance
- + Grew following by 66%