

# LEAH

# FAYE

Creative director  
Storyteller  
Brand enthusiast

## LEAH FAYE PINCUS

leahfaye.com

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San Francisco Bay Area, CA

## SKILLS

AI  
Creative Direction  
Creative Strategy  
Brand Development  
Art Direction  
Digital  
Social  
UX/UI  
Print  
Pre-Press and Print Production

## SOFTWARE

Adobe Creative Cloud (*Illustrator, InDesign, Photoshop*)  
AI (MidJourney, Runway, Firefly, Stable Diffusion)  
Figma  
Sketch  
Keynote  
Knak  
Final Cut Pro  
WordPress  
HTML and CSS  
JIRA  
Mailchimp  
Microsoft Office  
Workfront  
Basecamp  
Midjourney  
Runway  
Stable Diffusion

## A LITTLE BIT ABOUT ME

I'm a collaborative and driven individual who can easily navigate fast-paced environments. My strength is the ability to visualize and communicate complex information by simplifying concepts through visual storytelling and setting clear, actionable objectives. I effectively lead teams, engage clients, and foster cross-functional partnerships. Oh, and I love sushi!

## WORK EXPERIENCE

### Creative Director April 2023 - Present Monks, San Francisco, CA

- Develop and oversee the creative vision and strategy for key clients' advertising campaigns across digital, print and social
- Collaborate with the account and strategy teams to ensure creative concepts align with client objectives, target audiences and budget
- Lead and manage a team of designers, copywriters, and other creative professionals, providing guidance and feedback to ensure high-quality work for the team
- Participate in new business pitches and presentations, showcasing the agency's creative capabilities and approach
- Foster a collaborative and positive work environment, promoting open communication and cross-functional teamwork
- Manage project budgets and resources effectively to ensure customer success

### Associate Creative Director June 2019 - March 2023 Firewood Marketing/Monks, San Francisco, CA

- Lead cross-functional teams of designers, writers, illustrators, animators, and UX to create exceptional creative strategies for B2B and B2C emails, websites, social, internal communications, environmental, and more.
- Instrumental in cementing strong client relationships and winning new business by becoming a trusted strategic partner and brand expert for multiple Google teams including Google Play, Google Ads, Grow with Google, Google UX.
- Manage a team of designers, ensuring all projects are delivered to the highest standard and within timelines and budget constraints.
- Launched a global DEI compliant UXR website with different creative per region, boosting user engagement and overall brand awareness.

### Senior Art Director Jan 2018 - June 2019 Firewood Marketing, San Francisco, CA

- Collaborated with other creatives to concept and execute various campaigns across multiple media, resulting in an increase in CTR and engagement.
- Helped expand a key accounts Google Play and UXR by 50%
- Created user-experience design solutions and information architecture that supports a seamless brand experience for digital media on Google Pay

# LEAH FAYE

## EDUCATION

Academy of Art University,  
San Francisco, CA  
Bachelor of Fine Art Degree in  
Computer Arts with emphasis in  
New Media

## VOLUNTEER WORK

- UCSF Partners in Care, design and fund-raising
- Arthritis Foundation, design and fund-raising
- Meals on Wheels
- McKesson Giving Comfort, making cancer care packages

## ADDITIONAL INFORMATION

I enjoy being outdoors and on the water. Lover of sushi and an uncanny knack for remembering movie quotes.

## McKesson, San Francisco, CA

- Lead creative strategy, brand management, and visual design for Health Mart, a national pharmacy franchise, ensuring all projects aligned with marketing objectives and business needs.
- Established and executed the look and feel of the Health Mart brand to B2B and B2C communications across print, digital media, tradeshow, and environmental design.
- Set creative direction for UX designers, developers, copywriters, and freelancers, ensuring all projects were delivered to the highest standards.
- Designed and executed keynote presentations for marquee speaking engagements at national sales conferences and tradeshow, collaborating with senior leadership.
- Re-designed Health Mart private label packaging and brand guidelines, leading to \$250K in savings vs. using an outside agency.

## Freelance Designer

Mar. 2010 - Mar. 2017

### Leah Faye Creative, San Francisco, CA

- Provided exceptional creative services to clients across multiple industries, including Toyota, Gloria Ferrer, JIF, Tree Top Juice, UCSF, SurveyMonkey, and Intuit.
- Developed innovative designs for multi-channel campaigns, print, POS, signage, packaging, web design, and UX, ensuring consistency across all mediums.
- Managed complex projects from ideation to completion, adhering to timelines, budgets, and client expectations.
- Built strong, lasting relationships with clients, earning their trust and loyalty.

## Manager of Creative Services

May 2008 - Feb. 2010

### Cityscape Graphic Communications, San Francisco, CA

- Led a team of designers, production artists, and interns in the delivery of high-quality print and design services.
- Successfully oversaw multiple design projects simultaneously, from initial concept to final execution, ensuring on-time delivery and adherence to client specifications.
- Achieved exceptional consistency across clients' brands, ensuring that all projects aligned with their business goals and overall brand strategy.