

# Leslie Bass

web designer + developer



## experience

### Web Associate

*Union for Reform Judaism Youth Programs / New York, NY, August 2010 to present*

Manage and oversee digital presence and communications strategy for a network of more than 30 youth programs across North America. Serve as lead designer for web and communications projects, including website and blog design, branding, email marketing and graphics. Train and support more than 40 staff members on web technology, including content management systems, bulk email software and social media. Assist in monitoring web and email metrics and reporting progress.

### Freelance Designer

*Various Clients / New York, NY, September 2012 to present*

Create and design websites, graphics and logos, from discovery to launch. Clients include the Jewish Student Press Service, which oversees two high-traffic blogs for college students, and Gateways & Tents, an international partnership between Temple Shaaray Tefila in New York and Leo Baeck Education Center in Haifa, Israel.

### Web & Graphics Intern

*Open Media Foundation / Denver, CO, September 2009 to May 2010*

Designed and implemented Drupal websites for socially conscious non-profits in Denver. Conducted discovery process with clients, created mock ups for presentation and assisted in Drupal installation, customization and CSS theming for chosen design. Also trained clients on the Drupal back end.

Revised the Digital Media Outreach Center as a partnership between the University of Denver and the Open Media Foundation, encouraging symbiotic growth for student designers and developers and local non-profits.

## education

### BA, magna cum laude

Digital Media Studies

Journalism

*University of Denver / 2010*

Cherrington Global Scholar

## honors & activities

Member, *Girl Develop It New York / 2012 to present*

Presenter, *NFTY Convention / 2011, 2013*

Presenter, *Union for Reform Judaism Biennial / 2012*

Intern Spotlight, *Open Media Foundation / 2010*

Academy of American Poets Prize / 2010

## contact

**lesliebass.com**

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## skills

### software

Coda	
Final Cut	
Flash	
Illustrator	
InDesign	
OmniGraffle	
Photoshop	

### technology

ActionScript	
ColdFusion	
CSS 3	
Drupal	
HTML 5	
JavaScript	
PHP	
WordPress	

## design

Well-versed in typography, layout, grid systems and color theory.

Experience designing for mobile.

## marketing

Skilled in developing cross-platform marketing strategies and writing on-brand copy and messaging.

## social

Comfortable with and excited by all forms of social media.