



# Leah M. Kucera

*graphic design + illustration*

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**leahkucera.com**

**education** **WASHINGTON UNIVERSITY IN ST. LOUIS**  
*College of Arts & Sciences*  
B.A. in Environmental Earth Science

*Sam Fox School of Design & Visual Arts*  
Minor in Communication Design

**skills** Proficient in Adobe InDesign, Photoshop,  
Illustrator, Microsoft Office.

Skilled in typography, digital and hand-  
drawn illustration, color, fabrication,  
layout design, digital photography.

Working knowledge of HTML/CSS, R,  
MATLAB, ArcGIS, AfterEffects, Final Cut  
Pro, Premiere, SketchUp.

**honors & activities** Gregory Freeman Award for Outstanding  
Achievement in Journalism— *Feb. 2014*

1<sup>st</sup> Place, Political Cartooning, Missouri  
College Media Association — 2013

2<sup>nd</sup> place, Advertising, MCMA — 2014

3<sup>rd</sup> place, Story Illustration, MCMA — 2013

Member of Alpha Omicrom Pi Sorority

**publications** Created a set of whiteboard animations and  
associated narrations for a multimedia journal  
publication.

*He, L., Chen, A. B., Yu, Y., Kucera, L., Tang,  
Y. Optimize Flue Gas Settings to Promote  
Microalgae Growth in Photobioreactors  
via Computer Simulations. J. Vis. Exp. (80),  
e50718, doi:10.3791/50718 (2013).*

**experience** **CALLISONRTKL, SEATTLE, WA**  
*Contract Graphic Designer— Mar. to Apr. 2016*  
Worked with the global retail and brand strategy  
team to create illustrative and iconographic assets  
for an informational booklet and associated booth  
design. Used hand-drawn and digital illustrative  
techniques to create designs to work at scale.

**JOHN L. SCOTT, BELLEVUE, WA**  
*Contract Production Artist — Sept. 2015 to Feb. 2016*  
Independently developed numerous original  
designs, copy and infographics for large regional  
real estate firm. Worked directly with marketing  
and management team members to create new  
marketing and engagement strategies for print and  
digital, including email marketing campaigns.

**WUSTL SUSTAINABILITY OFFICE, ST. LOUIS, MO**  
*Communications Intern — Jan. 2012 to Dec. 2014*  
Crafted promotional and branding materials,  
coordinated content and design elements for weekly  
online newsletter with a readership of 2000 students,  
faculty and community members. Spearheaded  
design efforts for the "Less is More" waste reduction  
campaign on campus, including branding and  
informational materials. Collaborated with WUSTL  
Parking and Transportation to create a campus  
bicycle map and associated signage.

**ALMANAC, INC., ST. LOUIS, MO**  
*Marketing Intern — June to Dec. 2014*  
Developed a cohesive brand identity for a restaurant  
concept, including logo, iconography, pamphlets and  
associated marketing materials. Created concept art  
for building exterior. Worked directly with designers,  
architects and other stakeholders to implement vision  
for the project.

**STUDENT LIFE NEWSPAPER, ST. LOUIS, MO**  
*Associate Editor — March 2013 to April 2014*  
Responsible for creating and editing articles, graphics  
and page layouts for award-winning biweekly student  
newspaper. Managed team of 7 senior section  
editors, worked to develop training programs and  
improve quality of print and online content.