



summary: Award winning Art Director with a passion for creating exciting concept driven designs and photography applying a keen business sense, attention to detail and that extra spark of creative genius that evokes emotion and connection with colleagues, clients and consumers.

expertises: CONCEPT DEVELOPMENT CORPORATE IDENTITY AND BRANDING
LAYOUT/PAGE DESIGN PRODUCT PACKAGING/P.O.P. DESIGN
LOCATION/STUDIO PHOTOGRAPHY LOGO DESIGN
ON/OFF FIGURE LOCATION/STUDIO STYLING ART BUYER/VENDOR SELECTION
DOG & KID WRANGLING, HOME & FOOD STYLING CAPTURED MOMENT PHOTOGRAPHY

art direction: **PRINT • WEB • TELEVISION**
Catalogs, direct mail, co-branded partnership marketing campaigns, logo design, consumer and B2B marketing and promotions, brochures and collateral, TV features, photojournalist-lifestyle event and adventure photography

technical: QuarkXPress8, AdobeCS4: Photoshop, Illustrator, InDesign
Digital editing systems: Aperture, Capture One PRO, Lightroom, Canon, iPhoto, iDVD, iMovie
Digital photography: shooting, directing, photo editing, color manipulation and communicating final direction to pre-press offset and gravure separators and printers

experience: **LL Bean, Inc. Freeport, Maine 1987- 2009**
SR. ART DIRECTOR, ART DIRECTOR FREELANCE - PRESENT
Collaboratively develop concepts, layouts, design and photography for print, retail and web channels to communicate consistent corporate brand identity

- guide graphic designers creating catalog spreads and special projects
- oversee crews for still and on-figure photography
- hire and direct location and studio stylists and photographers
- partner with producers to identify and maintain current and new talent
- research, scout and secure locations and photo studios
- purchase stock art and commission illustrated cover art for catalogs
- plan, direct, shoot, edit photography and communicate pre-press information
- approve final color and press proofs

SPECIALTY CATALOGS:

L.L. Bean Fishing	L.L. Bean Home Furnishings
L.L. Bean Hunting	L.L. Bean Kids
Outdoor Discovery Schools	L.L. Bean Traveler
L.L. Bean Men's and Women's Apparel Catalogs	Direct to Business Corporate Sales

TELEVISION:

BARRETT PRODUCTIONS, VERSUS and OUTDOOR CHANNEL:

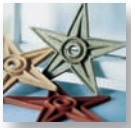
L.L.Bean's Guide to the Outdoors with Fly Fishing Host Tim Rajeff
ANIMAL PLANET: "K9-5", Dogs that work for a living

EVENT PHOTOGRAPHY:

L.L.Bean Fishing and Hunting Expos, L.L.Bean Kid's Fishing Derby,
Trout Unlimited: Maine's TU Camp for Kids, State of Maine Sportsman Show,
NH Fish & Game's Discover WILD New Hampshire

awards: Catalog Age Awards (multiple Gold and Silver), CAA's Catalog of the Decade,
John Caples Award, MultiChannel Merchant Awards (multiple Gold and Silver)
Bean's Best Award Winner- exclusive award for outstanding performance





lesliewagner
ART DIRECTION | DESIGN | PHOTOGRAPHY

LESLIE WAGNER
197 Sisquisic Trail
Yarmouth, ME 04096
207-272-3498

email: leslie@lesliewagnerphoto.com
website: www.lesliewagnerphoto.com

previous
experience:

Garden Way Marketing Associates – Garden Way Publishing
Norwalk, CT • Burlington, VT • Troy, NY
EXECUTIVE ART DIRECTOR, ART DIRECTOR 1980 – 1987

Developed concepts, layouts, design and photography for 3-step marketing print, retail and television communicating consistent brand identity for Garden Way Carts, Troy-Bilt Rototillers and SunRoom Solar Greenhouses

GWMA Agency dba: Precision Marketing Associates:

Black & Decker
Lazy Boy
Polaroid

TELEVISION AND VIDEO:

Joy of Gardening TV Series, Dick Raymond, Master Gardener
Joy of Gardening Cookbook with Janet Ballantyne
Troy-Bilt TV commercials for Dean Leith

education:

BACHELOR OF FINE ARTS: University of New Hampshire Minor: Forestry

interests:

Skiing: UNH Alpine Ski Team member, downhill and cross country
Fly Fishing: Fresh and Saltwater catch and release
Trout Unlimited Lifetime member
Maine's TU Trout Camp volunteer
Stripers Forever member
CCA (Coastal Conservation Association) Member
Hunting: Upland
Dog/animal photography and painting
Kayaking: Ocean recreational paddling and fishing
Canoe and Kayak Symposium Coordinator
Golfing
Birding
Painting
Adventure and Event Photography
International and domestic travel
Music concerts and green rock cruises
REVERB
Cancer Community Center design consultant/volunteer/fundraiser

