

taylor leshock

art director

education

**Pennsylvania College of Technology
(Penn State Affiliate) 2019-2023**

Bachelor of Science in Graphic Design
3.96 GPA | Minor in Photography

skills

- Art Direction & Concept Development
- Campaign Design Systems
- Brand Identity & Visual Systems
- Storyboarding & Visual Narratives
- Motion Design & Animation
- Client Presentation & Creative Storytelling
- Cross-Functional Collaboration
- Adobe Creative Suite

contact

Phone 570 847 1010

Email taylorleshockcreative@gmail.com

Portfolio taylorleshock.com

LinkedIn Taylor Leshock



experience

Art Director

Yes& Agency — July 2024 – Present

- Lead art direction across integrated campaigns from concept through execution across digital, social, OOH, and print
- Develop and present concepts to clients, clearly communicating strategy and creative direction
- Build scalable design systems that maintain consistency across formats and audiences
- Translate ideas into storyboards and visual narratives for motion, video, and digital experiences
- Collaborate with copywriters and Creative Directors to align on concept, tone, and execution
- Integrate motion design to enhance storytelling and extend campaigns across channels
- Incorporate client feedback while maintaining the integrity of the core idea

Creative Intern & Junior Designer

Yes& Agency — Oct 2022 – July 2024

- Supported development of print and digital campaign assets across multiple clients
- Assisted in concept development and participated in creative brainstorming
- Executed design updates based on Creative Director and team feedback
- Maintained brand consistency across deliverables

Freelance Designer

2020 – Present

- Deliver branding, illustration, and digital design work for a range of clients
- Manage projects end-to-end, from client communication through final delivery
- Adapt visual styles to meet diverse client needs across industries