



# dentonlesslie

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## Experienced Creative Professional - Graphic Designer/Creative Director/Art Director

[Portfolio](#)

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I have over 20 years experience in **graphic design, project management, creative direction, identity and branding, proposal graphics, photography**, and **exhibit design and fabrication**, as well as many others. I am also skilled in **commercial design, marketing**, as well as design and production of a variety of marketing and public information materials for both the government industry as well as the private sector. One of my responsibilities was the marketing project manager for the Mentor/Protégé Program to assist USACE contractor startups and small businesses in reworking or establishing their outward facing marketing identity/branding and web presence.

## experience:

### Creative Director/Owner

dentonsdesigns.com, September 1995 to Current

I started a freelance/contractor business when I graduated college while looking for employment. I maintained it while being employed at an occasional level. Since leaving employment, it has blossomed to a thriving, growing business where I maintain clients from all over the world. Please see my client list below.

#### Notable project:

I was graphics lead for a new company that was formed to propose to a government contract. I was responsible for identity and branding of the new logo and marketing. I was also responsible for all proposal graphics.

### Associate Creative Director

Leidos (formerly Science Applications International), September 2013 to March 2019

I was responsible for graphic design, project management, creative direction, mentoring designers, web based marketing, identity and branding, photography, estimating and budgeting, exhibit and trade show design. I was being groomed to take over the Creative Director Position, and assisted the Creative Director in all aspects of the position.

#### Key responsibility:

I was the Marketing Project Manager for the Mentor/Protégé Program to assist USACE contractor startups by assisting, reworking, mentoring, and/or establishing marketing identity/branding and web presence. I was responsible for identity packages, branding guides, website UI/UX, marketing strategy, social media initiatives, and designed marketing materials to meet the set strategy.

### Associate Creative Director

Science Applications International (SAIC), March 2010 to September 2013

My responsibilities included graphic design, web based marketing, UI/UX, identity and branding, photography, and exhibit and trade show design, as well as many others.

#### Notable project:

I was the project manager for a 173-page document that included information on creating a model for environmental improvements to the Chesapeake Bay and watershed. The U.S. Environmental Protection Agency Federal Leadership Committee for the Chesapeake Bay tasked production of a "strategy guide," based on the President's executive order 13508, to protect and restore the Chesapeake Bay watershed. This piece was distributed to local government officials, U.S. Congress, and President Obama to encourage community involvement, and bring the attention of the federal government to address Chesapeake's environmental challenges.

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My responsibilities were project management, design concept and strategy, creative direction, budgeting, over-seeing document layout and production, and 508 compliance.

Link to full strategy: <https://federalleadership.chesapeakebay.net/post/New-Federal-Strategy-for-Chesapeake-Launches-Major-Initiatives-and-Holds-Government-Accountable-for-Progress.aspx>

Link to EO 13508 in the Obama White House Archives: [https://obamawhitehouse.archives.gov/realitycheck/the\\_press\\_office/Executive-Order-Chesapeake-Bay-Protection-and-Restoration](https://obamawhitehouse.archives.gov/realitycheck/the_press_office/Executive-Order-Chesapeake-Bay-Protection-and-Restoration)

This project received the second highest award of Distinguished in the Society of Technical Communicators (STC) Annual National Design Competition.

### Senior Graphic Designer, SAIC, July 1996 to March 2010

Responsibilities included graphic design, page layout, identity and branding, photography, and exhibit design and fabrication. I worked closely with clients and the creative director.

Notable project:

I was on the design team for the Department of Energy The Humidity Control Experience Mobile Showcase. The 78-foot tractor-trailer was designed as a mobile classroom for educating the public on benefits of energy-saving desiccant humidity control technology. The trailer was filled with interactive activities and a humidity room to exhibit the full experience.

I was responsible for the branding of the marketing, display, and interactive multi-media materials. I was a part of the team that designed the vehicle wrap, exhibit layout, multimedia software, and build out.

This project received the highest award of Best of Show in the Society of Technical Communicators (STC) Annual National Design Competition.

### education:

Middle Tennessee State University, BS, 1995  
Major: Graphic Communications and Design  
Minor: Graphic Design (Art Department), Theater

### customers:

Clayton Homes	peacefruit.com
Strategic Consulting Solutions, Inc.	iRunCable.com
EPA, Research Triangle Park	Chota Community Health Services
Chesapeake Bay Foundation	U.S. Army, Mentor-Protégé Program
University of Tennessee Research Foundation	U.S. Department of Energy
Mahle - Tennex	Vanguard Investments and Realty
Strata-G, LLC	Vanderbilt Mortgage and Finance
TopDog Health & Rehabilitation	Management Solutions, LLC
NASA	Knoxville Sports and Social Club
Oak Ridge National Laboratory	Foursquare Consulting Group, LLC
Obvious.com	FFD - Sequence Software
GigGetaways.com	Ovation Communication
Center for Disease Control, Atlanta	Vagabond Gear Outfitters