

LESLIE TORRE

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Senior Graphic Designer & Creative Director

Brand-focused senior graphic designer and creative director with 15+ years of experience creating scalable visual identities, integrated campaigns, and multi-channel design systems across print, digital, social, and environmental platforms. Known for strong typography, composition, and systematic branding, with hands-on execution and collaborative leadership in fast-paced environments. Experienced in art direction, motion graphics, storytelling, generative AI in production workflows, and mentoring designers while delivering high-quality creative aligned with strategic goals.

KEY ACHIEVEMENTS

- Led a comprehensive rebrand for New York Sports Club across **80+ locations** nationwide, including logo, color palette, typography, environmental design, and brand guidelines.
- Art directed a Penn Station takeover reaching **500,000+ daily commuters**, part of out-of-home campaigns across New York City, Boston, Philadelphia, and Washington, D.C.
- Created campaign creative supporting digital ads with **1M+ monthly visitors**, email campaigns to **200,000+ recipients**, and social content reaching **3M+ users**.
- Led creative execution for **10 brands across 180 health clubs** and designed **300+ print, digital, email, and social campaigns**.

SKILLS

Design & Branding: Brand identity, visual identity systems, brand guidelines, logo design, typography, layout and composition, art direction, concept development, visual storytelling, campaign design, packaging, signage

Channels: Print, digital advertising, out-of-home (OOH), environmental design, email marketing, social media, web design, print production

Motion & Digital: Motion graphics, storyboarding, video editing, animation, UI/UX design, wireframing, prototyping

Software: Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Figma

Generative AI: AI image generation, AI-assisted brand compliance and production workflows

Leadership: Creative direction, mentorship and team development, creative critiques, cross-functional collaboration, stakeholder presentations, project prioritization, workflow optimization

EXPERIENCE

GRAPHIC DESIGNER

Union College of Union County, NJ (UCNJ) | Cranford, NJ | Feb 2026 - Oct 2026

- Designed print materials, including posters, flyers, brochures, and publications, for academic departments, student services, and college-wide initiatives, including first-generation student and student wellness campaigns.
- Created event branding and assets for the college foundation's donor events.
- Developed program identities and logos, including Crash Project and Night Owls, within the college's brand standards.
- Created event materials, campus signage, and banners for college events and student programs.
- Designed web graphics, email, digital signage, and social media content.
- Partnered with the marketing and communications team, department and program stakeholders, and senior administration to translate goals into on-brand creative; managed production with outside vendors and printers.
- Integrated generative AI into the design workflow to create custom imagery where photography or stock fell short and to speed brand-compliant production.

CREATIVE DIRECTOR

New York Sports Club | New York, NY | 2020 - 2024

- Developed the scalable visual system for the company rebrand, spanning environmental design, digital campaigns, social, email, and internal communications.
- Art directed site-specific out-of-home campaigns, including still and video creative, from concept through production.

- Designed integrated campaign creative across digital ads, email, and social, using analytics and audience insights to tailor creative for performance.
- Built brand toolkits and guidelines to ensure consistency and efficiency across teams.
- Mentored designers and partnered with marketing, producers, and senior stakeholders.

SENIOR GRAPHIC DESIGNER

New York Sports Club | New York, NY | 2018 - 2020

- Managed creative execution across a multi-brand portfolio, maintaining brand consistency across print, digital, email, and environmental design.
- Designed branded email campaigns for former and prospective members.
- Created billboards, print ads, signage, and social assets aligned with brand guidelines.
- Developed wireframes and design direction for website updates in collaboration with offshore teams.
- Art directed photo and video content for campaigns and social media.
- Led concept development for the #BeSuper campaign from ideation through execution.

GRAPHIC DESIGNER

CityMD | New York, NY | 2016 - 2018

- Designed print and digital marketing assets for 80 urgent care locations, ensuring strict adherence to corporate brand standards.
- Prepared production-ready files and managed vendor coordination.
- Retouched photography and proofed final assets for quality and accuracy.

GRAPHIC DESIGNER

Town Sports International | New York, NY | 2014 - 2015

- Designed and executed print, digital, email, and social campaigns for a large consumer fitness brand.
- Led creative for high-visibility OOH placements, including Penn Station signage.
- Edited promotional videos for in-club marketing.

FREELANCE BRAND & GRAPHIC DESIGNER

Self-Employed | South Orange, NJ | 2024 - Present

- Clients include The Charmery, SOMA Sweets, Cute as New, and Gala Productions.
- Develop brand identities, including logos, color palettes, typography, and brand guidelines.
- Design marketing materials, packaging, signage, and social media content.
- Create wireframes, graphics, and photography for websites and digital campaigns.
- Built The Charmery brand for launch, from identity and packaging to in-store signage, and led its social content across Instagram and Facebook.

Earlier experience includes senior layout and production roles in agency environments.

EDUCATION & CREDENTIALS

Motion Graphics Certificate | Fashion Institute of Technology | New York, NY
 Bachelor of Arts in Studio Art & Art History | Oberlin College | Oberlin, OH
 Art/Study Abroad | Goldsmiths College | London, UK