



PUBLIC INTEREST DESIGNER

Leslie Yarhouse

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EXPERIENCE

INTERNSHIPS (MAY 2015– JULY 2015 & FEB 2017- PRESENT)

EASTOWN COMMUNITY ASSOCIATION (ECA)

Communications intern (FEB 2017 TO PRESENT)

- Working to increase social media reach and design outreach campaigns to undergird community priorities

WEST MICHIGAN SUSTAINABLE BUSINESS FORUM

Waste Characterization Project intern (MAY 2015– JULY 2015)

Study for a Michigan Department of Environmental Quality grant

- Promoted waste reduction in Michigan by participating in waste characterization field work, producing literature reviews, providing research for a GVSU economist, Dr. Aaron Lowen, and designing graphic elements for an economic impact report. This effort provided data to new waste reduction initiatives such as Imagine Trash.

FREELANCE & CONTRACT (JAN '07– SEPT 2013)

Freelance clients including the following:

- ACTON INSTITUTE • WEST MICHIGAN ENVIRONMENTAL ACTION COUNCIL
- COMPASS OUTREACH MEDIA

PERMANENT EMPLOYMENT

ACTON INSTITUTE 📍 GRAND RAPIDS, MI (MAR '01– DEC '06)

Title: Publications Manager

- Co-led the institute through a branding process increasing the profile of the organization
- Designed and produced journals, identity materials, newsletters and brochures generating an “unprecedented number of books,” bringing donations and recognition.
- Increased communication reach into five other languages by coordinating translations for institute publications

DESIGN PLUS 📍 GRAND RAPIDS, MI (APR. '96– FEB. '01)

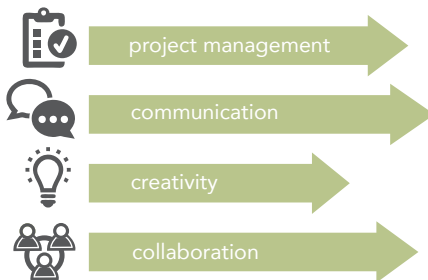
Title: Marketing Assistant

- Created graphic proposals for RFPs, enabling the firm to win clients with its expertise
- Provided reporting data and graphics by maintaining a marketing board report
- Kept the media abreast of the firm’s activities by distributing public relations information

PROFILE

Experienced designer focused on design thinking, user centered and service design to provide improved audience interaction and outcomes

STRENGTHS



EDUCATION

- Kendall College of Art and Design 85–'88 and 2012 to present
Major: Collaborative Design
- Hope College '83–'85 Emphasis: Fine Art and French

VOLUNTEER

- Eastown Community Association Green-space Committee • Jan'14 – Present
- West Michigan Environmental Action Council • April '11 – Nov '11
- Literacy Center • April '08 – Nov '11

SKILLS

