

LESLEY BENEDICT FOSTER

L-FOSTER.COM
415 676 9940

I am passionate about storytelling and the many ways in which a narrative structure can manifest, be it verbal or visual, tangible or ephemeral.

With my experience in both creative & logistical communications, I am able to bridge the gap between user and administrator, thus building effective systems for visual design, business development and strategic marketing.

EXPERIENCE

UX/UI

LIGHTSPEED MARKETING
San Francisco
FEB 16 - TODAY

UX/UI design and development for agency serving clients including Cisco, NetApp, and McKesson
Collaborate with Creative Director on all digital client-facing applications to enable cross-platform responsiveness through a mobile-first approach
Offer technical support and direction to graphics team
Coordinate with CTO and engineering team to ensure end-to-end integration
Develop customized Wordpress websites; liaise directly with clients to troubleshoot installations
Implement landing pages, HTML templates, and SEO optimization strategies

MARKETING ASSOCIATE

TEAMCO ADVISERS
San Francisco
FEB 16 - FEB 18

Ensured cohesive and consistent cross-platform messaging
Collaborated with Business Development and Sales teams to create compelling brand collateral
Analyzed digital campaign metrics to determine actionable follow-up strategy
Planned, executed, and hosted events for \$100M+ accounts, coordinating vendors and overseeing all on-site logistics

UX/UI

INTELLIGENT REGISTRATION
San Francisco
JAN 09 - DEC 14

Front-end design & development for event registration business serving silicon valley clientele including Ebay, Intel, and Facebook
Led R&D to develop best-practices for improved UX/UI
Responsible for all client-facing print and digital collateral
Supported registration staff onsite for events

EDUCATION

CERTIFICATE / JAVASCRIPT General Assembly

MBA University of San Francisco

BA / ENGLISH LIT Boston University

ETC.

Handwritten HTML, CSS, vanilla JavaScript & jQuery

Wireframing & Information Design

Wordpress; Adobe Creative Suite; Sketch;

Omnigraffle; File Maker; Office 365

Project Management