



## lesley malouin

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### Professional Education

BFA Graphic Design, 1992  
Rhode Island School  
of Design

### Digital Skills

Adobe Creative Suite  
(InDesign, Photoshop,  
Illustrator, After Effects,  
Premiere Pro, Acrobat)

Office 365  
(Word, PowerPoint,  
Excel, Teams, Copilot)

### Creative Skills

Design and layout  
Branding/logos  
Infographics  
Video and animation  
Photo re-touching  
Photo illustration  
Proofreading/copywriting

### Recognitions

Graphic Design USA  
American Inhouse  
Design Awards  
2010–2017

Extraordinary Effort Award  
Waters Corporation  
2007, 2009, 2012,  
2014, 2015

Waters IMPACT Awards  
2018–2021

2024 Citizens Enterprise  
Marketing Colleague  
Impact Award

2025 Citizens Got Talent  
Top 10 Finalist

2025 Vermont League of  
Cities & Towns Annual  
Report Winner

### Certifications

AEM Assets Author:  
Manage and Deliver  
Digital Assets, Adobe

Visual Resources  
& Image Management,  
SEI, UNM

References upon request.

**I am an accomplished graphic designer/art director/creative leader adept at working from start to finish within the creative process, providing effective on-brand strategies. I deliver innovative approaches to any project, while maintaining flexibility and dedication. I own expert knowledge of Adobe Creative Suite design programs, and can pivot between print and digital deliverables while maintaining steadfast production habits.**

**I seek a long-term growth position that balances creativity and organization through advancement of leadership in a positive and creative atmosphere.**

### Experience

#### Senior Designer to Senior Art Director | Enterprise Marketing, Citizens Bank

2022 to present

- + Citizens Pay (B2C) Senior Designer, Citizens Wealth Management (CWM) Senior Art Director: lead creative on test-and-learn agile teams, working closely with content managers and data analysts to deliver on-brand visuals from print to digital to video on a monthly cadence.
- + CWM managed a steady MoM and YoY growth (+238%) and overshot expectations in 2025 (\$583M) through engaging email designs, innovative social posts (from static to animation to video), high-end direct mailers, and targeted metro campaigns.
- + Addition of new social platforms combined with re-targeting efforts increased click rates by .33% (increase of 178K clicks and doubled impressions of 70M) and YoY dotcom traffic +505%.
- + Art direction of photo shoots and SME interviews (Citizens Pay, Eli Manning, Women in Wealth).
- + Collaborate with UX team for improved SEO, online Wealth advisor forms, and landing pages.
- + Volunteer with colleague outreach teams and acquire Credo awards for community volunteering.

#### Senior to Principal Graphic Designer | Global Marketing Services, Waters Corporation

2007 to 2022

- + Produce a high volume of print and digital assets annually, including branding, infographics, event graphics, packaging, web banners, UX, and PowerPoint for a leading global biotech company.
- + Maintain and evolve brand templates; provide creative direction and guidelines to global teams and vendors to strengthen brand consistency.
- + Partner with digital teams on AEM DAM setup and maintenance; manage and support the asset repository to significantly reduce search and download times.
- + Lead agile updates to AEM assets and support large-scale legacy asset migrations, delivering thousands of files ahead of deadline.
- + Art direct photo and video shoots; oversee press checks; proof scientific documents; mentor junior designers; and serve as a brand ambassador internally.

#### Senior Graphic Designer | Providence Creative Group

2000 to 2007

- + Design and produce deliverables for biotech and retail industry – from concept through delivery.
- + Manage creative direction from studio director to junior staff, while working independently on simple to detailed projects with account managers and clients.

#### Senior Ad Designer | Ocean State Jobbers, Inc. (Ocean State Job Lot)

1994 to 1999

- + Design weekly ads, circulars, packaging, logos, flyers, newsletters, and store signage. Photograph products and organize assets. Develop keen eye for detail.