LESLIE **KRAWZYK**

SUMMARY

Senior Designer passionate about crafting intuitive, human-centered interfaces that make technology feel effortless. Skilled in design systems, prototyping, and cross-functional collaboration — and fueled by the curiosity (and occasional chaos) of being a cat mom of two.

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✉️ lkrawzyk@gmail.com

➤ lnkcreate.com

EDUCATION

B.S in Graphic Information Technology

Focus: Web Development
Arizona State University / Tempe, AZ
Graduated: 2016

Business Marketing

CSULB / Long Beach, CA
Attended: 2010-2011

Associates of Arts

Fashion and Visual Merchandising
Saddleback College / Mission Viejo, CA
Graduated: May 2010

SKILLS

XD	Wordpress
Figma	HTML / CSS
InDesign	Microsoft Office
Photoshop	Azure DevOps
Illustrator	

EXPERIENCE

2016 - PRESENT U-Haul Corporate | Phoenix, AZ

SENIOR DESIGNER, May 2025 - Present

UI DESIGNER, 2016 - May 2025

- Promoted to Senior Designer for superior performance and dedication to providing brand consistency across all platforms.

- Designed UI solutions to help enhance user experience on uhaul.com and various internal processes.

- Produced UI solutions for internal apps to effectively distribute, track, and release payment for U-Box Containers and Moving Helpers during a move.

- Directed cross-functional communication as primary contact, delivering successful outcomes on urgent, deadline-driven projects.

- Completed design changes for high priority, time sensitive projects using Figma, Adobe XD, and Illustrator.

- Met with business units weekly to discuss service requirements and proposed design solutions with user in mind.

- Collaborated with UX team to make sure proposed design solutions adhere to usability principles.

- Worked closely with leads to ensure brand styles remained consistent throughout projects and across the website and app.

FEB. 2016 - NOV. 2016 Arrowhead Advertising | Glendale, AZ

JR. FRONT-END WEB DEVELOPER / DESIGNER

- Designed and coded emails sent for fashion client that highlighted daily deals for their e-commerce store.

- Designed ads and coupons highlighting monthly specials for national automotive client's to increase website traffic and conversions.

- Met with clients weekly to discuss requests and proposed design solutions with user in mind.

- Worked closely with Account Coordinators to ensure client requests and user needs are met.

- Coded landing pages for numerous dealership sites using HTML, CSS, and jQuery.

- Designed, coded and sent monthly email blasts for numerous automotive clients using VinSolutions, DealerSocket, and Listrak.

2014 - 2016 BizIQ Digital Marketing | Phoenix, AZ

JR. FRONT-END WEB DEVELOPER / DESIGNER

- Designed all necessary graphics for small business client website's to appeal to the user and help increase website presence.

- Provided logo design and branding for various new businesses.

- Worked closely with Account Coordinators to ensure client requests and user needs are met.

- Utilized knowledge of CSS, HTML5, filezilla and Wordpress to customize website to client's specifications and appeal to the user.

- Assisted co-workers with layout, design and HTML to improve the final product presented to the client.