



CHANCE LEBLANC

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SHORT BIO

I am a versatile Graphic Artist with experience in leading creative teams, designing large-scale marketing campaigns, and streamlining workflows. Proficient in Adobe Creative Suite, Blender, I excel in character design, rebranding, and product development. I consistently deliver impactful visual solutions and am currently developing a Rogue-Like Dungeon Crawler board game with elements of dark fantasy.

WORK EXPERIENCE

Creative Director | Pure Choice Apparel

September 2024 - Present

- Direct the conceptualization, illustration, and execution of custom apparel, merchandise, and brand assets for high-profile clients and influencers.
- Evaluate and implement high-end digital tools and hardware to optimize the department's ability to produce traditional quality artwork on a digital canvas.

Lead Graphic Artist | Prisma Graphic

February 2024 - September 2024

- Led and coordinated a team across high-profile marketing campaigns, applying strong communication skills to ensure cohesive and innovative visual solutions were delivered on time and aligned with strategic goals.
- Designed large-scale print projects and site plans, including A-frames to wall murals, to support grand openings and promotional events for stores and businesses.
- Streamlined production by implementing my own data merge system. It automated specs and proofs from spreadsheets, reducing admin time and boosting creative efficiency.

Event Graphic Artist | Expert C&M Mesa

March 2022 - January 2024

- Collaborated with sister companies on new product lines and rebranding, focusing on long-term strategies and industry trends to enhance product value and differentiate the brands from their competitors.
- Created a comprehensive brand guide and the trademarked mascot which became a central element of the company's brand identity.
- Developed and executed the creative for trade show and event campaigns, significantly boosting interest and attendance compared to previous events.

Graphic Artist | Blue Gecko

December 2020 - March 2022

- Created company logos and oversaw large-scale printing projects, ensuring meticulous attention to detail.
- Led project management efforts and collaborated closely with clients to deliver high-quality results.
- Proactively addressed complex challenges through problem-solving and effective communication, to ensure high team morale.

PROGRAMS

Adobe Animate
After Effects

InDesign
Photoshop

Dimension
Illustrator

Lightroom
Blender