

# EDWARD de LEON

630 Cole Street, San Francisco, CA 94117 (415) 418-9411 [www.edwardsdeleon.com](http://www.edwardsdeleon.com)

- EDUCATION:** BFA, Visual Design, J. William Fulbright College of Arts and Sciences, University of Arkansas, Fayetteville, 2006
- EXPERIENCE:**
- Freelance Designer and Fine Artist, 2007-present
    - Consultant and producer of visual media including print and web-based projects with a strong focus on communication and aesthetics
    - Animation work featured on YouTube: [www.youtube.com/thesilentpart](http://www.youtube.com/thesilentpart)
  - Say Cheese, Designer/Cheesemonger, San Francisco, 2009-present
    - Updated logotype and identity for thirty year old business
    - Developed web presence
    - Food Photographer and Visual Merchandise Coordinator
    - Fine Food and Wine Consultant
  - Delessio Market, Cheese and Fine Foods Manager, San Francisco, 2009
    - Administrator of sales and customer service
    - Specialty foods buyer and purveyor
    - Departmental head of visual merchandise
  - Andronico's Market, Cheesemonger, San Francisco, 2006-2008
    - Assessed cheese inventory, service, and sales
    - Aided the 2008 renovation of departmental staff and policy
  - Fine Arts Center Gallery, Intern, University of Arkansas, 2006
    - Developed incoming gallery exhibitions
    - Catalogued special collections
    - Designed printed promotional material
- EXHIBITIONS:**
- Group Exhibition, EOS, San Francisco, 2011
  - Solo Exhibition, Whiskey Thieves, San Francisco, 2010
  - Solo Exhibition, Cafe Royale, San Francisco, 2010
  - La Nuit Blanche à Montréal, Panadream Theatre, Montreal, 2010
  - Solo Exhibition, Divisadero Community Gallery, San Francisco, 2009
  - Spectrum Fundraiser, Mezzanine, San Francisco, 2009
- AWARD AND ACTIVITIES:**
- Charles Okerbloom Scholarship, Fulbright College of Arts and Sciences, University of Arkansas, Fayetteville, 2001
  - Member of the University of Arkansas Fine Arts League, 2001-2006
  - Visitor Services, de Young Museum, San Francisco, 2009
    - Facilitated information desk during *Friday Nights at the de Young*
  - Member of the Fine Art Museums of San Francisco, 2010-2011
  - COSCO BUSAN Hazardous Material Cleanup, San Francisco, 2007
    - Disaster Service Worker Volunteer—completed certified EPA HAZMAT training
- ASSETS:**
- Multidisciplinary and versatile in visual creativity
  - Deft in digital and handmade processes
  - Practice food and travel photography
  - Intuitive sensibility for composition and design
  - Familiar in both OSX and Windows environments
  - Proficient in Adobe Creative Suite, Microsoft Office, Dreamweaver