

# LINZY LEON

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## SUMMARY

A creative and detail-oriented graphic designer with comprehensive expertise in accessibility compliance, UX / UI design, brand identity, campaign development, and data storytelling. Excels at leading impactful projects, improving processes, and sharing knowledge to support team growth. Builds and maintains strong brands and intuitive user interfaces by ensuring accessible design through cross-functional teamwork. Emphasizes specialties in modular content systems, CMS architecture, event branding, and production workflow management. Proven success in connecting, inspiring, and empowering audiences by embracing inclusivity.

**Visual Narrative Direction | Content Generation | Strategic Planning | Stakeholder Engagement | Website Development | Project Management | Staff Coaching and Training | Issue Resolution | Knowledge Sharing | Process Improvement**

## EXPERIENCE

COMCAST CORPORATION, Philadelphia, Pennsylvania

### **Senior Graphic Designer, Comcast Talent Brand - 2021-2025**

- Directed redesign of Comcast Careers website, enhancing navigation clarity and establishing a more accessible, user-centered experience.
- Self-taught in Figma and Sketch to elevate UX/UI design quality, providing strategic design direction that laid the foundation for ongoing career site improvements.
- Created co-branding playbooks for events to harmonize messaging across different business units.
- Developed and facilitated scalable and self-service recruitment marketing templates with Canva and standardized SharePoint content, improving efficiency and brand consistency.
- Coordinated local employee photoshoot and supported social storytelling initiatives to boost employer brand visibility.
- Trained global talent partners for self-service content generation.

### **Graphic Designer II, Comcast Talent Brand - 2020-2021**

- Led adoption of Splash event platform, attracting 3,098 unique visitors to virtual intern experience and expanding recruiter access for independent event management.
- Designed branding and experience for Career Center, a voice-activated career discovery platform on Xfinity X1, while supporting backend integration and cross-functional coordination.
- Co-managed MyAbilities Network Employee Resource group, leading team of 25 and coordinating 10 virtual events.
- Co-led Talent SharePoint initiative, supervising 15 ambassadors and developing visual identity and site architecture to support remote collaboration.
- Enabled digital engagement across Microsoft platforms, assisting leaders with Teams adoption, hosting open office hours, and supporting enterprise-wide SharePoint launch during COVID-19.

## **Graphic Designer I, Comcast Talent Brand - 2018-2019**

- Redesigned university recruitment materials to align with brand guidelines and elevate appeal for campus events and early talent outreach.
- Designed booths, banners, and promotional materials for global recruitment events, including the Grace Hopper Conference (USA and India) ensuring cohesive, high-impact presence under tight deadlines.
- Trained and coached 20+ team members on MailChimp, developing branded email templates to support consistent, professional communication across talent and onboarding teams.
- Won 2018 Circle of Success Employee Experience Award for “Women in Tech” campaign, which attracted 30,000 unique interactions, achieved 6M+ impressions, and a CTR five times the industry average, helping increase female CommTech hires from 4% to 10%.

## **Communications Specialist, Comcast Talent Attraction Marketing - 2016-2018**

- Relaunched @ComcastCareers Instagram, boosting followers by 20% and impressions by 195% through strategic visual content and campaign planning.
- Directed and styled three professional photo shoots, expanding the employment brand asset library with high-quality, brand-aligned imagery.
- Built custom employment brand dashboard for EVP of HR, visualizing key metrics and performance; designed presentation graphics and consulted on quarterly all-hands broadcasts for SVP of talent acquisition.
- Created modular event assets and social media graphics (Snapchat geo-filters, Twitter cards, Facebook banners), reducing production time and supporting employer branding across platforms.
- Launched campaigns like #YourPlaceAtComcast and co-managed social media calendar in Asana, driving engagement and cross-functional alignment.
- Served as communications lead for MyAbilities Network ERG, championing accessibility and inclusive design; self-taught Adobe Premiere, contributing to a 280% increase in video views.

## **ADDITIONAL EXPERIENCE**

CLEARCUT DIEWORKS, Pennsauken, NJ

### **Graphic Artist - 2006-2015**

Produced and replicated packaging designs under tight deadlines for national distribution, ensuring brand consistency and high visual standards. Led design projects from concept to final production, collaborating cross-functionally while also managing independent workflows. Maintained strict quality control and proofing standards to uphold flexographic printing requirements and minimize production errors. Interfaced directly with clients to gather feedback, clarify specifications, and ensure satisfaction with final deliverables. Supported daily operations through administrative tasks. Researched and implemented evolving best practices in packaging design and production to stay ahead of industry trends.

## **EDUCATION**

MOORE COLLEGE OF ART & DESIGN, Philadelphia, Pennsylvania

**B.F.A., Graphic Design - 2005**

## **COMPUTER SKILLS**

Adobe Creative Suite, Microsoft 365, Canva, Figma, Sketch, Splash, Workday, Brandfolder