

Leslie Castendyk

Senior Graphic Designer

Portfolio: [Doodlebirdink.com](https://doodlebirdink.com)

Deadline-driven Graphic Artist focused on overseeing projects from concept through final delivery. Successfully creates and relays brand messages, strategies, and key graphic productions. Resourceful and hardworking with a background in screen printing and extensive knowledge of HTML, CSS, plus design skills illustrated by years of industry success.

Work Experience

2012 - 2024

Senior Graphic Designer

Henry Schein Orthodontics (HSO)/Ortho Technology (OT), Remote - Lutz, FL

Print Design

- Responsible for the design, look and feel of the Ortho Technology and Henry Schein Orthodontics brands spanning catalogs, flyers, trade shows, and advertisements.
- Quarterly design of the Henry Schein Canada Flyer and delivery of electronic files.
- Ortho Technology Product Catalog 2015 - 2021. Designed catalog cover and used imagery to develop consistent branding across trade show graphics and collateral, advertisements, websites, and flyers.
- Collaborated with the Distribution Team to create large scale graphics for the Lutz, Florida warehouse.
- Developed numerous large scale graphics for various trade shows for Ortho Technology, Henry Schein Orthodontics, Reveal Clear Aligners and Henry Schein Dental.

Brand Development

- Designed the packaging, color palette, and logo for the Lotus Plus DS Self-Ligating Brackets including all patient kit inserts, flyers, and catalog pages propelling the Lotus Plus DS to one of Ortho Technology's top selling products.
- Redesigned product packaging for Ortho Technology's ULTRA-GUARD All Sport Mouthguard.
- Worked with the Quality Assurance departments to create MDR compliant product labels for all Ortho Technology product SKUs.

Website Design & Development

- Developed the design and maintenance of the Ortho Technology website, driving 44% web sales growth in 2018.
- Customized the Ortho Technology website based on requests from the Sales and Customer Service Teams.
- Created, designed and developed the Ortho Technology Dealer Source website. The website is a library of downloadable digital marketing assets for Global Dealer use.

Social Media

- Collaborated with the Reveal Aligners Team to conceptualize Google Ads promoting Reveal Clear Aligners and launching Reveal Retainers.
- Generated social media animations and posts for Reveal Clear Aligners campaigns resulting in 30% growth over two years.
- Designed Reveal Clear Aligners website headers to size and created individual images for the website relaunch.
- Partnered with the Reveal Clear Aligners Team to create social media images for the Reveal Photo Transfer App and Reveal In-Office App.

Education

Bachelor of Arts: Graphic Design - Fine Art

Waynesburg University

- 4.0 GPA
- Magna Cum Laude Graduate

Henry Schein Corporate Accomplishments

- Henry Schein Teddy Philson Award Winner 4th Quarter 2018
- Participation in the Mentor/Mentee program at Henry Schein
- Active member of Henry Schein Women's Leadership Network

Contact

E-mail

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Skills

Screen printing
Apparel design
Product design
Consumer trends
Digital imagery
Branding strategies
Printing processes
Mastery of Adobe Creative Suite
Image retouching
Production layouts
Typography
Interdepartmental collaboration

Software

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Substance
Adobe Creative Suite
Microsoft Word
Microsoft Excel
Power Point
WordPress
Adobe Firefly AI
ChatGPT
Figma
Jira