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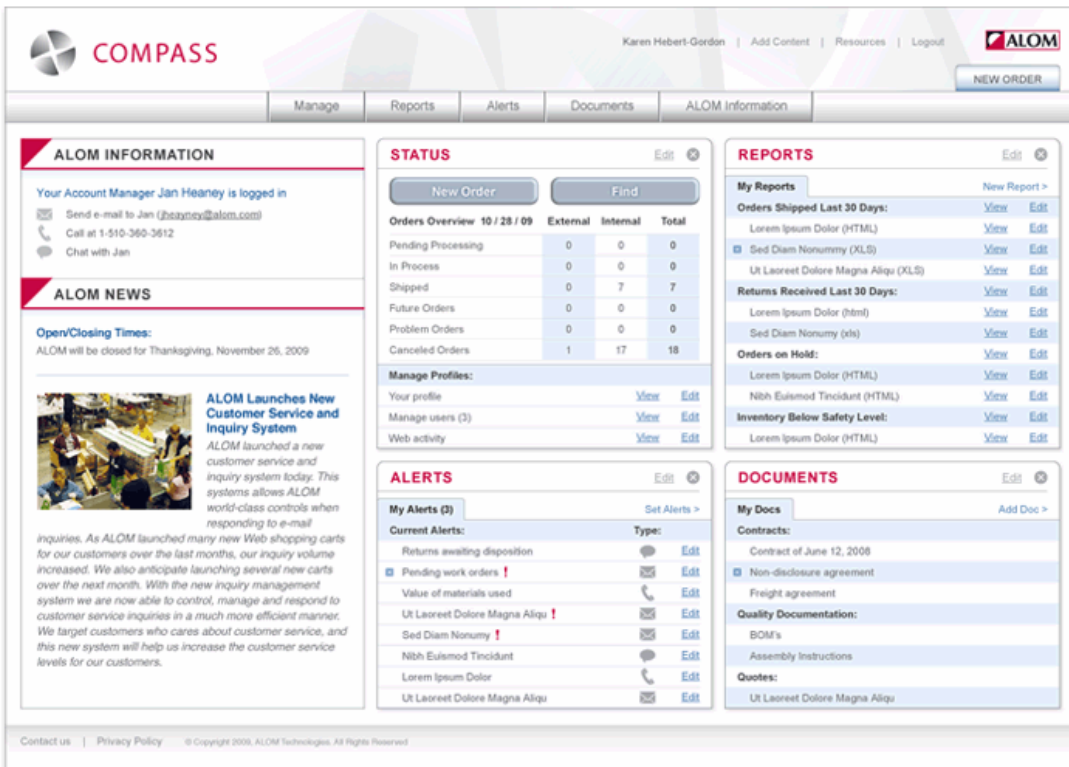
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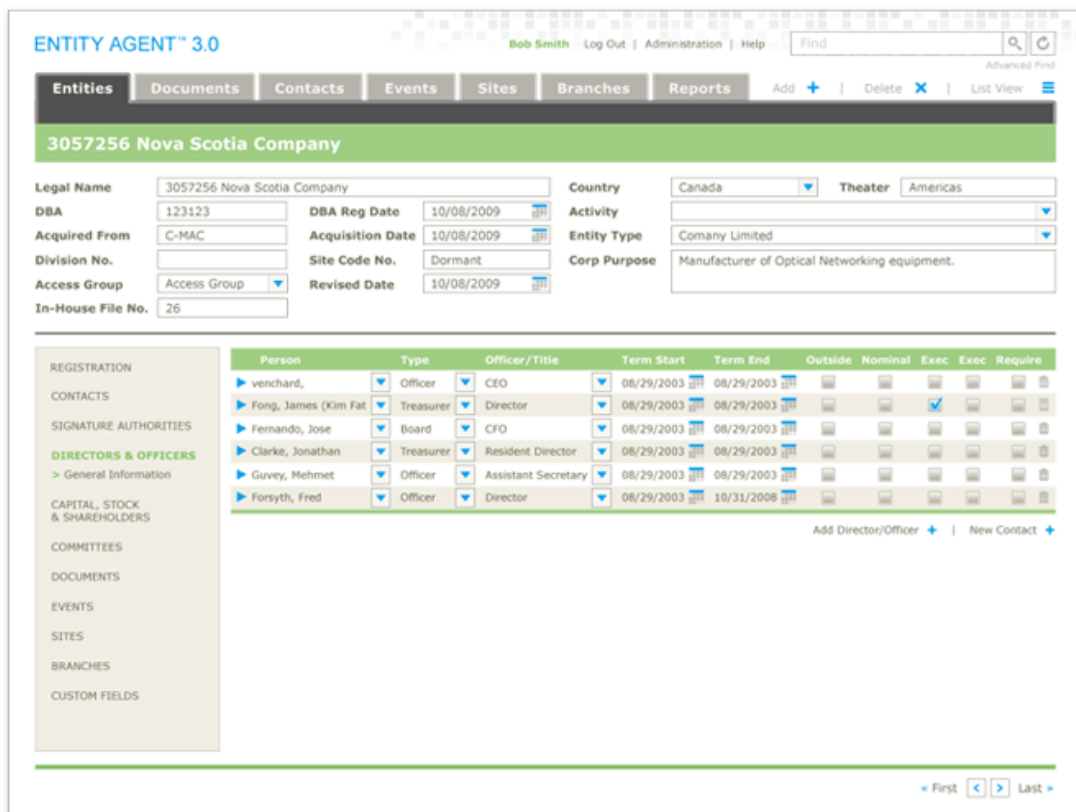
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*please visit www.lesleypalfreyman.com to view motion pieces.

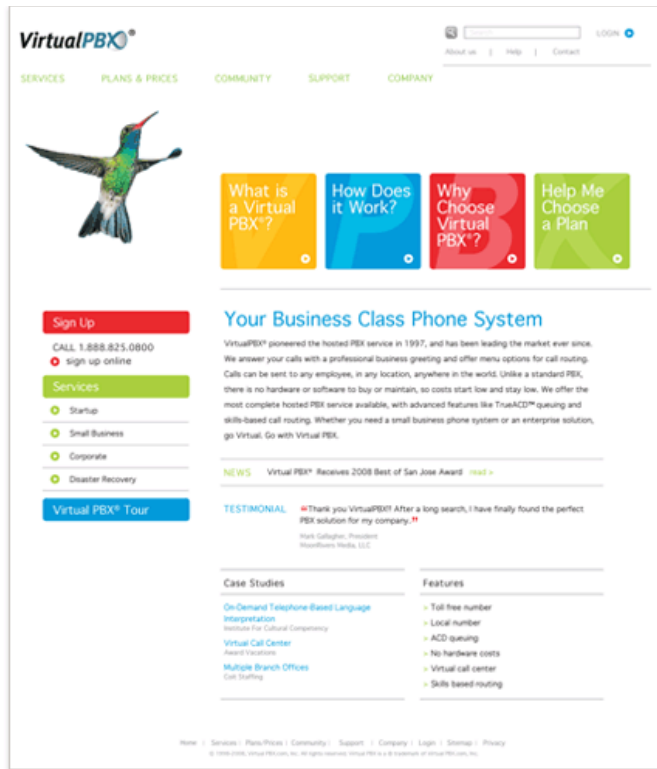
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Art Director and Senior Designer
Re-design of ALOM's intranet user interface.



Art Director and Senior Designer
Re-design of Digital Strata's Entity Agent app user interface.



Art Director and Senior Designer
 Re-design of Virtual PBX's website including Flash animation, information architecture, and javascript.



User Interface /Experience Designer and Developer
 Creation of online presence for Popcrowd Software's apps.



User Interface and Experience Designer

Popcrowd Software's top selling app, PRO Zoom Camera, on the Android marketplace.



Art Director, Senior Designer, and Developer

Re-design of The Oya Group's website after brand re-design. Javascript, Action Script, HTML, and CSS.



Art Director and Senior Designer

Designed invitation (print and electronic) for exclusive conference after-party hosted by Adify.

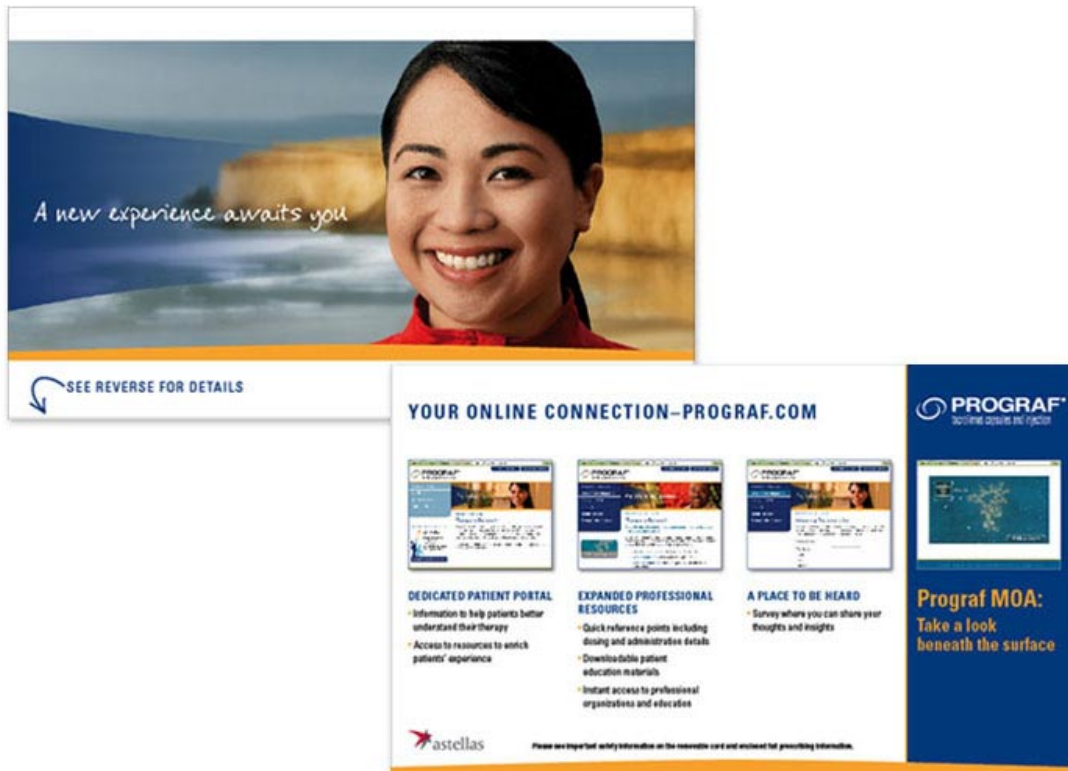


Art Director and Senior Designer

Designed sales material series and folder for Italian mobile media company entering the US market.



Art Director and Senior Designer
 Designed business system and event invitations for The Oya Group.



Associate Art Director
 Designed direct mailer with Sr. Art Director for Prograf's True Believer campaign.

OrthoNeutrogena
 1760 West 5th Street, Los Angeles, CA 90048

In the treatment of tinea pedis
 You can get there in low gear ...

Not all imidazoles are alike—
 learn more inside ...

...or, you can
 supercharge
 treatment

Historically, imidazoles are trusted and effective—yet not all are the same

- Some are only fungistats—not fungicidal
- Some do not address inflammation, itch, or other symptoms associated with patient discomfort

Kick antifungal action into high gear with ERTACZO

ERTACZO® (terbinafine hydrochloride) cream, 1%
 The fungicidal, anti-inflammatory, anti-itch imidazole^{1,2,3,4}

ERTACZO is indicated for the topical treatment of interdigital tinea pedis. In clinical trials, subjective adverse events occurred in 2% of patients receiving ERTACZO and in 2% of patients receiving vehicle. These reported adverse events included contact dermatitis, dry skin, burning skin, application site reaction, and skin tenderness. Please see accompanying full prescribing information.

ERTACZO is available in 30 g tubes.

ERTACZO®
 (terbinafine hydrochloride) cream, 1%

TINEA STOPS HERE
www.ertaczo.com

Contact your OrthoNeutrogena® representative or visit www.ertaczo.com to learn more about this high-performance imidazole.

Associate Art Director

Designed direct mailer series with Creative Group Supervisor for Ertaczo's competitive campaign.

NEW FreeStyle® Lite
 Blood Glucose Monitoring System

ACCURACY YOU CAN TRUST,
 SIMPLICITY THAT LIFE DEMANDS

- No coding—One less step
- World's smallest sample size—Less pain with proven accuracy
- Small meter for discreet testing
- Both backlight and port light—Test even in low light

FreeStyle Lite meter uses only FreeStyle Lite test strips

New FreeStyle Lite
 Blood Glucose Monitoring System
 Accuracy & Simplicity for busy people

FreeStyle systems are covered by Medicaid, Medicare, and most health plans

Abbott
 A Promise for Life

NEW FreeStyle® Lite
 Blood Glucose Monitoring System

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FreeStyle systems are covered by Medicaid, Medicare, and most health plans

FreeStyle Lite meter uses only FreeStyle Lite test strips

New FreeStyle Lite
 Blood Glucose Monitoring System
 Accuracy & Simplicity for busy people

Abbott
 A Promise for Life

Associate Art Director

Designed FreeStyle Lite digest ad series following strict Abbott style guide rules (supervised by CD).



Art Director and Senior Designer

Re-designed MarkLogic Corporation's logo. Included presentation to CEO, founder, and board members.

Oya

Art Director and Senior Designer

Re-designed The Oya Group's logo after brand audit and competitive analysis.



Associate Art Director

Created initial concepts for Prograf's European product. Design finalized by Sr. Art Director.



Identity Designer

Designed logos and icons for Popcrowd Software's Android applications.



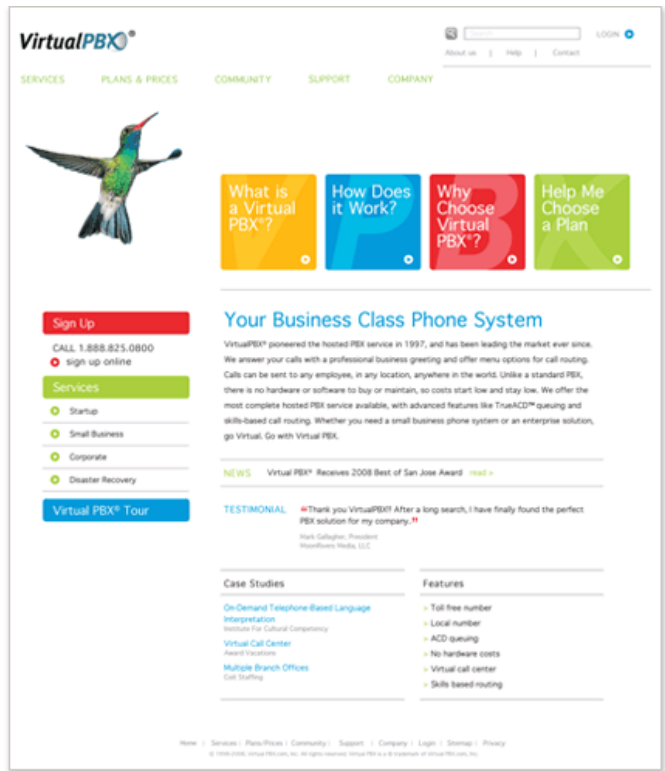
Identity Designer

Designed logo for Popcrowd Software, a developer of Android applications.



Art Director, Senior Designer, and Flash animator

Living-e website's homepage banner design and Flash animation. Design extended to international sites.



Art Director and Senior Designer
 Directed Flash animation and development of Virtual PBX interactive banner. Won two Silver ADDYs.



Editor
 Post-production editing, sound, and compression of Open Cut competition project.



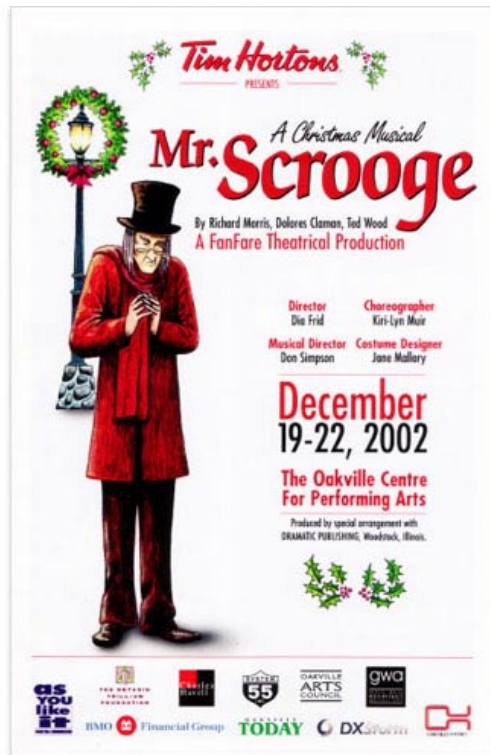
Pre- and Post-production Video

BAVC video course project involving pre-production planning, filming, and post-production editing.



Illustrator

Drawing exercise using graphite on paper.



Illustrator

Poster illustration in gouache for FanFare Theatre's production of Mr.Scrooge.



Illustrator

Watercolor painting for WADC art auction fund-raiser.



Photographer
Black and white photography, Nikkormat 35mm



Photographer
Black and white photography, Mamiya 120mm
