

eleven
eleven

PORTFOLIO

lee gallegos
lee@elevenelevens.works



hello! i'm lee.

I'm an experienced Freelance Graphic/Web Designer and Front-End Developer passionate about sustainable and off-grid living in the Sabinoso Wilderness of New Mexico. With over 20 years of experience in agency, in-house, and freelance positions, my evolution as a tech-savvy tinkerer—with a love for detail—has bolstered a wide range of local and national clients. I enjoy dreaming up solutions, thus aligned my creative journey with the wishful moment of “Eleven Eleven.”

Let's collaborate and bring your dreams to reality.

INTERESTS

AESTHETICS
FRENCH/ASL/JAPANESE
TRAVEL NEAR & FAR
TECHNOLOGY
OFF-GRID LIVING
SUSTAINABILITY
MINIMALISM

SOFTWARE

PHOTOSHOP
ILLUSTRATOR
INDESIGN
AFTEREFFECTS
LIGHTROOM
WORDPRESS
MAC OS

SKILLS

GRAPHIC DESIGN
WEB DEVELOPMENT
TYPESETTING
PHOTOGRAPHY
PRINT PRODUCTION
VIDEO PRODUCTION
MOTION GRAPHICS



contents

Included is a variety of work for the many government, non-profit, and private clients I've been fortunate to work with over the years.

Notable mentions not included are the City of Albuquerque, ACLU, RCN Internet, J. Garcia Dance Company, Way Out West Film Festival, Dark Matters Film Festival, Sukhmani Designs, Randall May International, Montezuma Ball, and Walla Walla Farms & Café.

- | | | | |
|---|--|----|--------------------------------|
| 1 | los angeles
international airport | 8 | festival flamenco
dossier |
| 2 | new mexico department
of transportation | 9 | sat-bachan.com |
| 3 | vara winery
+ distillery | 10 | metrolink |
| 4 | 36th festival flamenco | 11 | cinémagnifico
film festival |
| 5 | 30th festival flamenco | 12 | soy rocky |
| 6 | 40th anniversary
of nif | 13 | cchp fire
resource website |
| 7 | yjastros | 14 | chatter |



CLIENT

Los Angeles International Airport

Worked with the team behind the recent rebranding of Los Angeles International Airport during their multiyear modernization; largely supported lead designer with mockups and conceptualization of signage (interior, exterior, trains), digital and social marketing, and lead development on a microsite about LAX-it, the new pick-up location for ride sharing and taxi service.

GRAPHIC DESIGN

WEB DEVELOPMENT



LAXit
The New Way to Your Taxi & Ride App Pickups.

LAX-it (pronounced LA-Eat) is the new way to get to your Taxi, Lyft, or ride app services (Uber, Lyft, or Uber) or catch the free shuttle outside baggage claim on Level one to LAX-it. LAX-it is undergoing a major transformation as we build a people mover that, a multi-modal transit station, new parking structure and upgrade all terminal signs to be more direct, clearer, better, more experiential and easier to use. All of our current LAX-it signs are being replaced with new LAX-it signs. The terminal area will be reduced, making it necessary to temporarily move taxi and ride app pickups to LAX-it until the people mover is completed in 2022.

Improvements to LAX-it have greatly reduced wait times. More shuttles, more signage, more staff, new traffic lights and patterns and an expanded LAX-it pickup area are all making travel faster and easier.

Helpful Info > All Transit Options >

Fast & Free Shuttle to TAXI | Lyft | DPOL | Uber

LAXit

▶ Watch the Video.

Walk or Ride this Way.

Select a Terminal Number to show closest shuttle stop and estimated shuttle or walking time to LAX-it.

Shuttle Pickup

Find the LAX-it shuttle on Level one, outside Bag Claim.

LAXit

Know your way around LAX-it, where you'll catch your Taxi, Lyft, Uber or Uber after walking or being dropped off by the shuttle. Restrooms and charging stations are available for your convenience.

TERMINALS 1-3 FROM BAGGAGE CLAIM

1 Shuttle Dropoff NORTH

2 Taxi Pickup PEDESTRIAN PLAZA

2 Ride App Pickup LYFT | DPOL | UBER | RIDE APP PICKUP

Amenities RESTROOMS | CHARGING STATION

TERMINALS 4-8

Have Questions?
LAXit@lawn.org • #LAXit

LAX-it is Accessible!
Read about accessibility for seniors and disabled guests.

LAXit The New Way to Your Taxi and Ride App Pickup.



CLIENT

New Mexico Department of Transportation

Smarter traffic safety messaging in the state of New Mexico; focused on digital and tech-forward approaches, from microsites to apps to virtual reality; supported tv campaigns via digital and press events; topics spanned drunk driving, distracted driving, seatbelt safety, underage drinking; assisted State Traffic Records with web development and maintenance.

GRAPHIC DESIGN

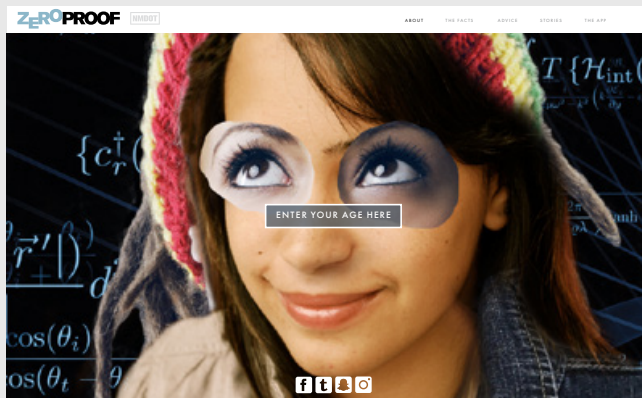
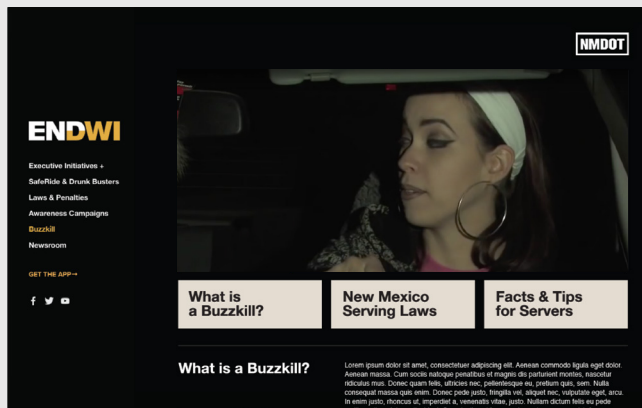
WEB DEVELOPMENT & MAINTENANCE

DIGITAL ADVERTISING

VIDEO PRODUCTION

VIRTUAL REALITY

APP DEVELOPMENT





CLIENT

Vara Winery + Distillery

Gave this client their first digital footprint; developer and assistant designer; collaborated closely with art director to develop several websites, three e-commerce sites, regular e-mail campaigns, microsites (one award-winning), social media campaigns; digitally promoted brands and wine/spirit products locally and nationally; managed backend and regular updates of all websites.

GRAPHIC DESIGN

WEB DEVELOPMENT & MAINTENANCE

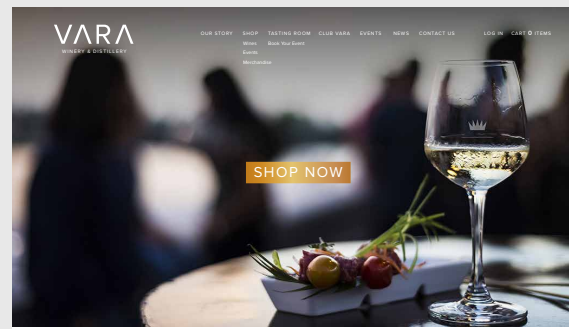
E-COMMERCE

DIGITAL ADVERTISING

VIDEO PRODUCTION

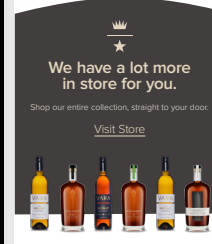
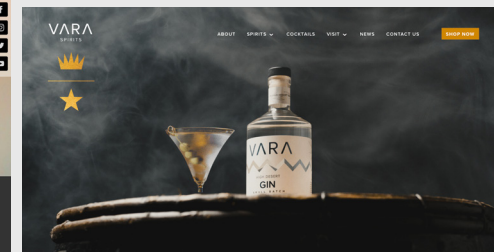
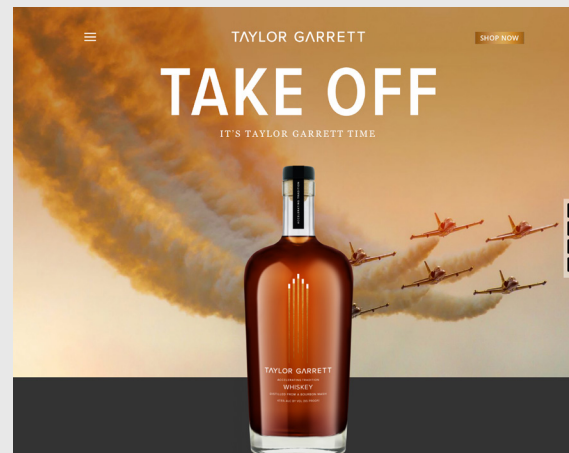
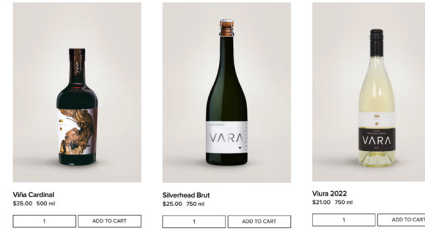
EMAIL CAMPAIGNS

MOTION GRAPHICS



Wines

Vara is an international family of Spanish and American wines celebrating the origin of the American wine experience thanks to the historical connection of Spain and New Mexico.



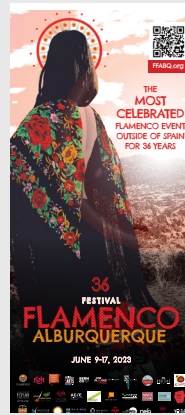


CAMPAIGN

36th Festival Flamenco

The world's largest flamenco event outside of Spain; solo designer; various print and digital assets distributed locally, nationally, and internationally in English and Spanish; advertising and supporting creative for performances, workshops, and fundraising.

GRAPHIC DESIGN



JUNE 9-17, 2023
FESTIVAL FLAMENCO ALBUQUERQUE

BOOKETS AND SCHEDULE

09	Flamenco de España	Flamenco de España
10	Flamenco de España	Flamenco de España
11	Flamenco de España	Flamenco de España
12	Flamenco de España	Flamenco de España
13	Flamenco de España	Flamenco de España
14	Flamenco de España	Flamenco de España
15	Flamenco de España	Flamenco de España
16	Flamenco de España	Flamenco de España
17	Flamenco de España	Flamenco de España

Venues: ...

Learn more at: ...



Bienvenidos

Welcome to the 36th Festival Flamenco Albuquerque.

LETTERS FROM OUR HOSTS

...the honor of hosting you for the 36th Festival of Flamenco in Albuquerque, New Mexico. The Festival Flamenco Albuquerque is a unique opportunity to experience the rich and diverse world of flamenco in the heart of the American West. We are excited to have you here and to share with you the passion and energy of this incredible art form. We hope you will enjoy the performances, workshops, and social events that make up the festival. We look forward to seeing you in person and to creating memories that will last a lifetime.

Evo Encinos
Festival Flamenco Albuquerque



FESTIVAL FLAMENCO ALBUQUERQUE BY ARTIST

Israel Galván

"The flamenco dancer Israel Galván combines the dance of his father, Joaquín, and the technique of his mother, María, and the rhythm of his grandfather, who taught him the secrets of the dance. He is a true master of the art, and his performances are a testament to the power of flamenco."

Patricia Guerrero

"Guerrero is one of the great new flamenco artists of her generation. She has a unique style, combining the traditional with the modern. Her performances are a testament to the power of flamenco, and she is a true master of the art."

Andrés Marín

"Andrés Marín is a true master of the art of flamenco. He has a unique style, combining the traditional with the modern. His performances are a testament to the power of flamenco, and he is a true master of the art."

Olga Pericet

"Olga Pericet is a true master of the art of flamenco. She has a unique style, combining the traditional with the modern. Her performances are a testament to the power of flamenco, and she is a true master of the art."

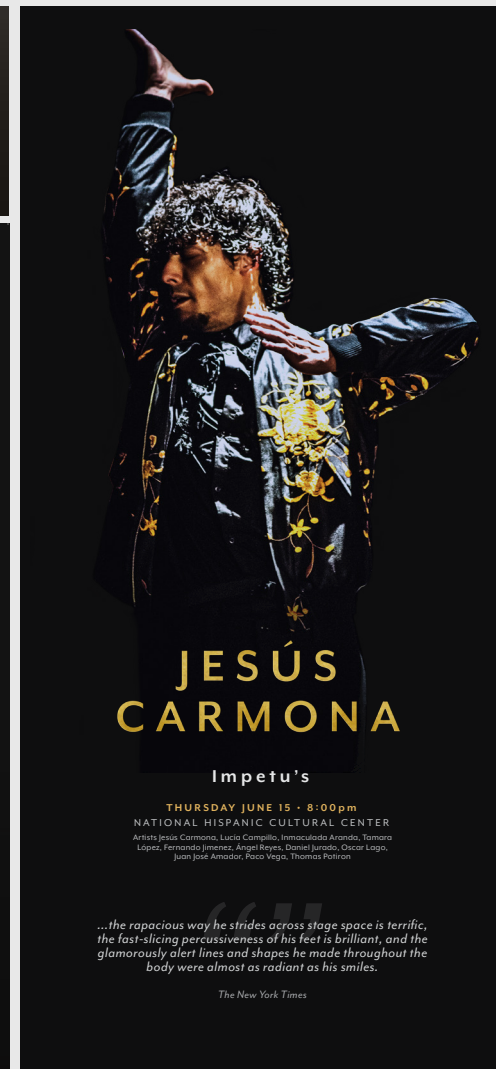


CAMPAIGN

30th Festival Flamenco

30th anniversary of Festival Flamenco; various print and digital assets; creative for performances, workshops, and fundraising.

GRAPHIC DESIGN



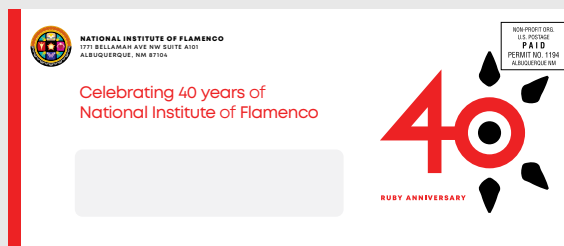


PROJECT

40th Anniversary Donor Mailer

Creation of logo, custom envelope, folding brochure, letter and digital assets as part of a fundraising campaign for the National Institute of Flamenco's 40th Anniversary; Datamerge prep and setup for 5800+ addressees with custom salutations across piece and accompanying letters.

GRAPHIC DESIGN





CAMPAIGNS

Yjastros

Creative for seasonal performances by Yjastros: The American Flamenco Repertory Company; encompasses image design, print and digital advertising assets, and playbill design.

GRAPHIC DESIGN

MOTION GRAPHICS

november 10 8PM FALL 2023 SEASON november 11 4PM

YJASTROS
THE AMERICAN FLAMENCO REPERTORY COMPANY

Xicano Power

INSPIRED BY THE POEM
No Soy Joaquín
RODOLFO YORLY GONZALES

National Hispanic Cultural Center
1701 4th Street SW
Albuquerque, NM

TICKETS
45 / 55 / 65 / 75 / 85
505.724.4771
nhccnm.org

FLAMENCO

FALL 2023 SEASON

YJASTROS
THE AMERICAN FLAMENCO REPERTORY COMPANY

november 10 8PM & 11 4PM

TICKETS AT NHCCNM.ORG

National Hispanic Cultural Center

NOV 10 8PM FALL 2023 SEASON NOV 11 4PM

Xicano Power

TICKETS AT NHCCNM.ORG

National Hispanic Cultural Center
505.724.4771
nhccnm.org

TICKETS 45 / 55 / 65 / 75 / 85

FREE PUBLIC PREVIEW TALKS
1700 Flamingo Ave. 11/13/23

FLAMENCO

FALL 2022 SEASON

Ciertas Danças

TICKETS AT NHCCNM.ORG

Nov 11 8PM
Nov 12 4PM

FALL 2022 SEASON

Ciertas Danças

Nov 11 8PM Nov 12 4PM

YJASTROS THE AMERICAN FLAMENCO REPERTORY COMPANY

WITH INVITED ARTISTS
ESTÉVEZ/PAÑOS

WITH INVITED ARTISTS
ALICIA MORALES & ÁNGEL RUIZ

FALL 2022 SEASON

Ciertas Danças

Nov 11 8PM & Nov 12 4PM

YJASTROS
THE AMERICAN FLAMENCO REPERTORY COMPANY

WITH INVITED ARTISTS
ESTÉVEZ/PAÑOS

AND MUSICAL GUESTS
ALICIA MORALES & ÁNGEL RUIZ

TICKETS \$40 \$50 \$60 \$70
NHCCNM.ORG • 505.724.4771

NATIONAL HISPANIC CULTURAL CENTER

PROJECT

Festival Flamenco Dossier

English and Spanish dossier highlighting Festival Flamenco for sponsorship and fundraising.

GRAPHIC DESIGN



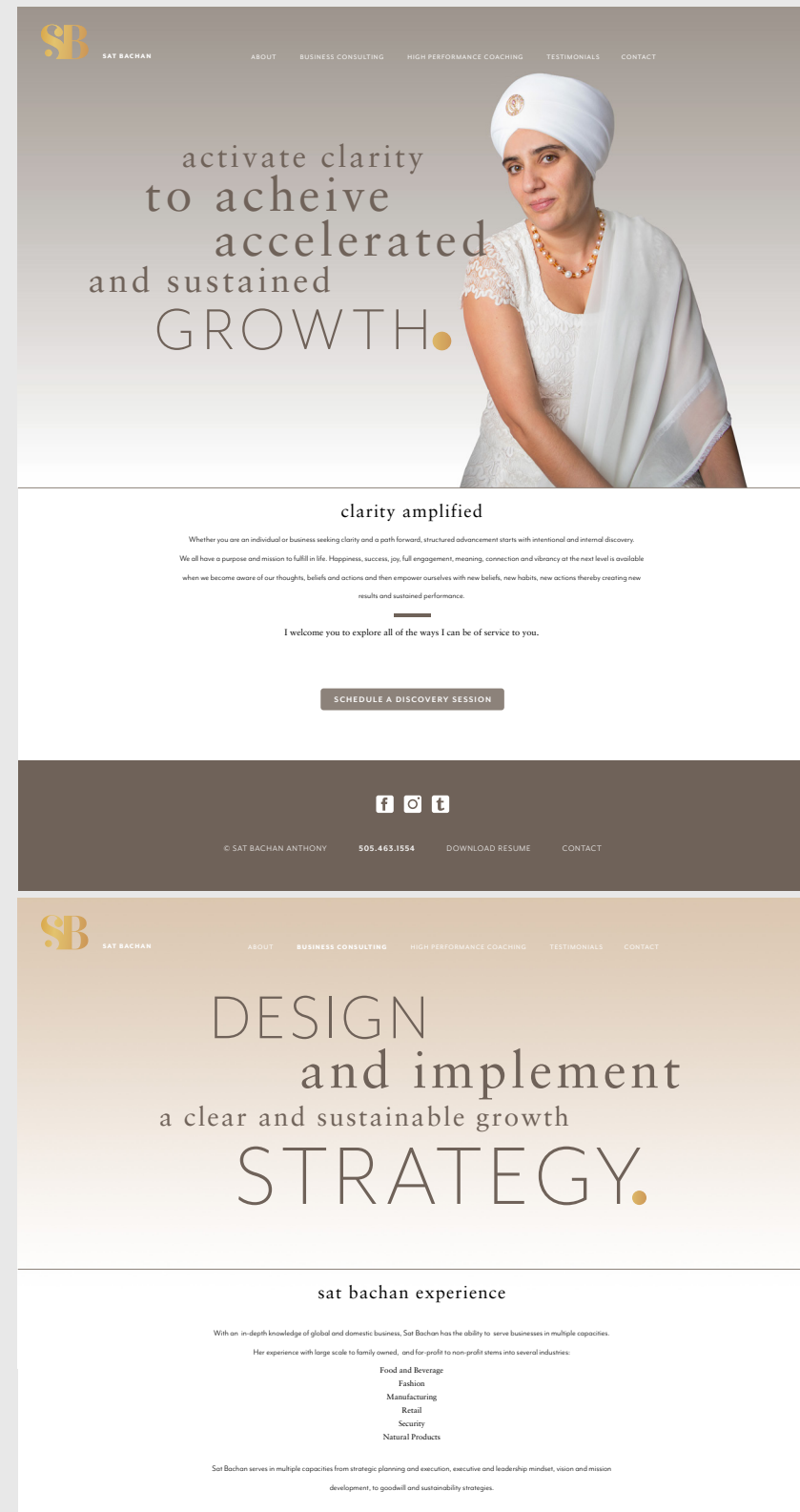


PROJECT

Sat-Bachan.com

Online presence for high performance coach Sat Bachan; website included intake form creation and simple animated type.

WEB DEVELOPMENT

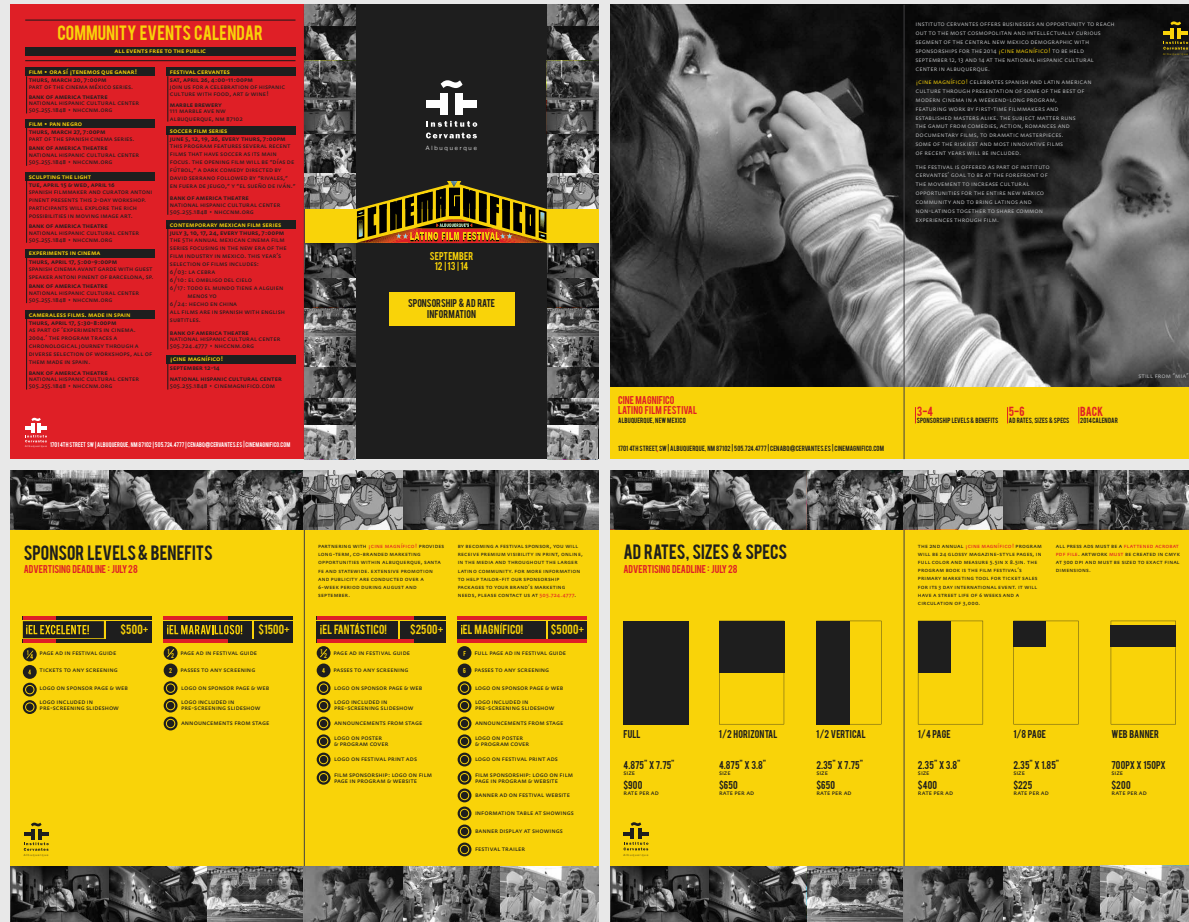


PROJECT

Cinémagnifico Film Festival

Booklet to support Cinémagnifico Film Festival's sponsorship and program advertising.

GRAPHIC DESIGN



COMMUNITY EVENTS CALENDAR
ALL EVENTS FREE TO THE PUBLIC

FILM • DRASÍ (TEMAS QUE GANAR)
PART OF THE CINEMA MEXICO SERIES
BANK OF AMERICA THEATRE
NATIONAL SPANISH CULTURAL CENTER
1000 1/2 STREET • ALBUQUERQUE, NM 87102

FILM • SAN NEGRO
TRAVEL: APRIL 22, 7:00PM
PART OF THE CINEMA MEXICO SERIES
BANK OF AMERICA THEATRE
NATIONAL SPANISH CULTURAL CENTER
1000 1/2 STREET • ALBUQUERQUE, NM 87102

EXCLUSIVE ONE NIGHT
THE AREA 14.8 WEEK, AREA 14
TRAVEL: APRIL 18, 8:00PM
PRESENTS THE 2-DAY WORKSHOP
EXPERIENCES WILL INCLUDE THE HIGH
RESOLUTIONS IN MOVING IMAGE ART

EXPERIENCES IN CINEMA
TRAVEL: APRIL 19, 2:00P-5:00P
CINEMA WORKSHOP SERIES WITH GUEST
SPEAKER ANTHONY PHENIX DE SANCHEZ, AN
BANK OF AMERICA THEATRE
NATIONAL SPANISH CULTURAL CENTER
1000 1/2 STREET • ALBUQUERQUE, NM 87102

CAMERALESS FILMS, MADE IN SPAIN
TRAVEL: APRIL 12, 8:00P-10:00P
AS PART OF THE CINEMA MEXICO
SERIES, WE INVITE YOU TO A
CINEMATOGRAPHIC JOURNEY THROUGH A
SERIES OF FILMS OF SPANISH ORIGIN, ALL OF
THEIR MADE IN SPAIN.

BANK OF AMERICA THEATRE
NATIONAL SPANISH CULTURAL CENTER
1000 1/2 STREET • ALBUQUERQUE, NM 87102

FESTIVAL CERVAENTES
FOR THE 150TH ANNIVERSARY OF THE
DEATH OF THE RENAISSANCE WRITER,
MIGUEL DE CERVANTES, WE ARE
AVAILABLE EVERYWHERE
1111 1/2 STREET • ALBUQUERQUE, NM 87102

SOCCER FILM SERIES
TRAVEL: APRIL 19, 7:00P-9:00P
THE PREMIERE OF THE NEWEST FILM
FROM THE GREAT SUCCESS ATLAS SERIES
SERIES: THE PREMIERE IS IN THE
ATLANTIC, A DARK COMEDY DIRECTED BY
DAVID MARQUEZ FOLLOWING UP "TRAVELING
ON WHEELS IN JUNE," "Y'LL NEVER SEE ME
AGAIN," AND "THE LAST OF US"

CONTEMPORARY MEXICAN FILM SERIES
TRAVEL: APRIL 18, 10, 24, 26, 28, 30, 1:00P-3:00P
THE 2016-2017 MEXICAN CINEMA
SERIES INCLUDING THE NEW 2016 OF THE
NEW MOVIES IN MEXICO. THIS YEAR'S
SELECTION OF FILMS INCLUDES:
"CÓMO SE COME"
"7/10: EL DIBUJO DEL CIELO"
"SI TU TIENE EL MÓVIL, TENDRÁ UN ALICORN"
"MÉJICO 10"
"C/01: UN MUNDO SIN FIN"

BANK OF AMERICA THEATRE
NATIONAL SPANISH CULTURAL CENTER
1000 1/2 STREET • ALBUQUERQUE, NM 87102

[CINE MEXICANO]
TRAVEL: APRIL 18, 8:00P-10:00P
BANK OF AMERICA THEATRE
NATIONAL SPANISH CULTURAL CENTER
1000 1/2 STREET • ALBUQUERQUE, NM 87102

INSTITUTO CERVAENTES OFFERS BUSINESSES AN OPPORTUNITY TO REACH OUT TO THE MOST CONSPICUOUS AND INTELLECTUALLY CURIOUS SEGMENT OF THE CENTRAL NEW MEXICO DEMOGRAPHIC WITH SPONSORSHIPS FOR THE 2016 [CINE MEXICANO] TO BE HELD SEPTEMBER 10, 11 AND 14 AT THE NATIONAL SPANISH CULTURAL CENTER IN ALBUQUERQUE.

CINE MEXICANO CELEBRATES SPANISH AND LATINO AMERICAN CULTURE THROUGH PRESENTATION OF SOME OF THE BEST OF MODERN CINEMA IN A WEEKEND-LONG PROGRAM, FEATURING WORK BY FIRST-TIME FILMMAKERS AND ESTABLISHED MAESTROS ALIKE. THE SUBJECT MATTER RANGES FROM THE COMEDY "BOMBAS COMIDAS," ACTION, ROMANCES AND DOCUMENTARY FILMS, TO DRAMATIC MAESTROPIECES. SOME OF THE BRIGHTEST AND MOST INNOVATIVE FILMS OF RECENT YEARS WILL BE INCLUDED.

THE FESTIVAL IS OFFERED AS PART OF INSTITUTO CERVAENTES' GOALS TO BE AT THE FOREFRONT OF THE MOVEMENT TO INCREASE CULTURAL OPPORTUNITIES FOR THE ENTIRE NEW MEXICO COMMUNITY AND TO BRING LATINOS AND HISPANICS TOGETHER TO CELEBRATE COMMON EXPERIENCES THROUGH FILM.

CINE MEXICANO LATINO FILM FESTIVAL
ALBUQUERQUE, NEW MEXICO

13-4 SPONSORSHIP LEVELS & BENEFITS | **15-6 AD RATES, SIZES & SPECS** | **BACK 2016 CALENDAR**

700 1/2 STREET • W ALBUQUERQUE, NM 87102 | 505.724.4777 | @CINEMAGNIFICO | CINEMAGNIFICO.COM

SPONSOR LEVELS & BENEFITS
ADVERTISING DEADLINE: JULY 28

¡EL EXCELENTE! \$500+	¡EL MARAVILLOSO! \$1500+	¡EL FANTÁSTICO! \$2500+	¡EL MAGNÍFICO! \$5000+
<ul style="list-style-type: none"> 1 PAGE AD IN FESTIVAL GUIDE 1 TICKETS TO ANY SCREENING 1 LOGO ON SPONSOR PAGE @ WEB 1 LOGO INCLUDED IN PRE-SCREENING SLIDESHOW 	<ul style="list-style-type: none"> 2 PAGE AD IN FESTIVAL GUIDE 2 PASSES TO ANY SCREENING 2 LOGO ON SPONSOR PAGE @ WEB 2 LOGO INCLUDED IN PRE-SCREENING SLIDESHOW 2 ANNOUNCEMENTS FROM STAGE 2 PROGRAM COVER 2 LOGO ON FESTIVAL PRINT ADS 2 FILM SPONSORSHIP LOGO ON FILM PAGE IN PROGRAM @ WEBSITE 	<ul style="list-style-type: none"> 3 PAGE AD IN FESTIVAL GUIDE 3 PASSES TO ANY SCREENING 3 LOGO ON SPONSOR PAGE @ WEB 3 LOGO INCLUDED IN PRE-SCREENING SLIDESHOW 3 ANNOUNCEMENTS FROM STAGE 3 PROGRAM COVER 3 LOGO ON FESTIVAL PRINT ADS 3 FILM SPONSORSHIP LOGO ON FILM PAGE IN PROGRAM @ WEBSITE 3 INFORMATION TABLE AT SHOWINGS 3 BANNER DISPLAY AT SHOWINGS 3 FESTIVAL TRAILER 	<ul style="list-style-type: none"> 4 FULL PAGE AD IN FESTIVAL GUIDE 4 PASSES TO ANY SCREENING 4 LOGO ON SPONSOR PAGE @ WEB 4 LOGO INCLUDED IN PRE-SCREENING SLIDESHOW 4 ANNOUNCEMENTS FROM STAGE 4 PROGRAM COVER 4 LOGO ON FESTIVAL PRINT ADS 4 FILM SPONSORSHIP LOGO ON FILM PAGE IN PROGRAM @ WEBSITE 4 INFORMATION TABLE AT SHOWINGS 4 BANNER DISPLAY AT SHOWINGS 4 FESTIVAL TRAILER

AD RATES, SIZES & SPECS
ADVERTISING DEADLINE: JULY 28

FULL	1/2 HORIZONTAL	1/2 VERTICAL	1/4 PAGE	1/8 PAGE	WEB BANNER
4.875" X 7.75" SIZE \$800 RATE PER AD	4.875" X 3.8" SIZE \$650 RATE PER AD	2.35" X 7.75" SIZE \$650 RATE PER AD	2.35" X 3.8" SIZE \$400 RATE PER AD	2.35" X 1.85" SIZE \$225 RATE PER AD	700PX X 150PX SIZE \$200 RATE PER AD



CLIENT

Soy Rocky

Design of identity, product labels, and print materials for this one-woman startup; client focuses on positive affirmations reflected in custom crystal-covered soy candles.

GRAPHIC DESIGN

The brand logo for 'SOYROCKY' features a stylized flame icon above the letter 'O' in 'SOY'. The word 'SOYROCKY' is written in a large, bold, sans-serif font.

SOYROCKY





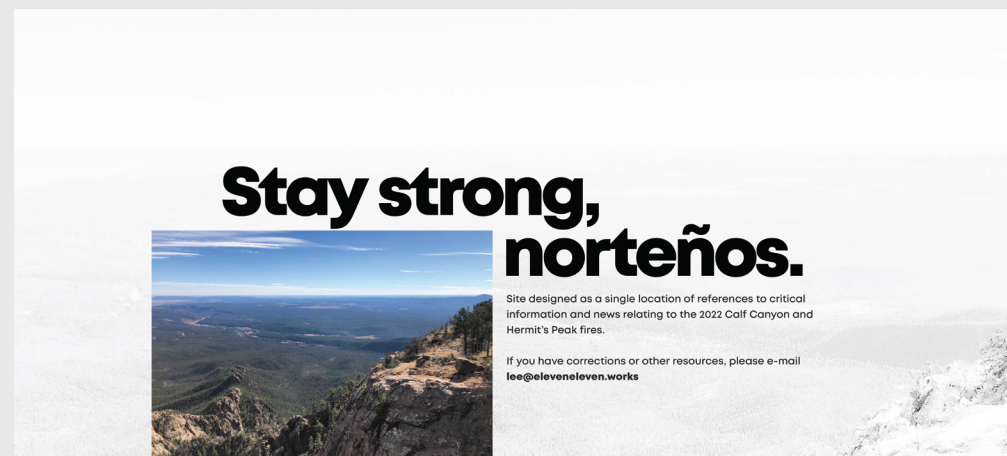
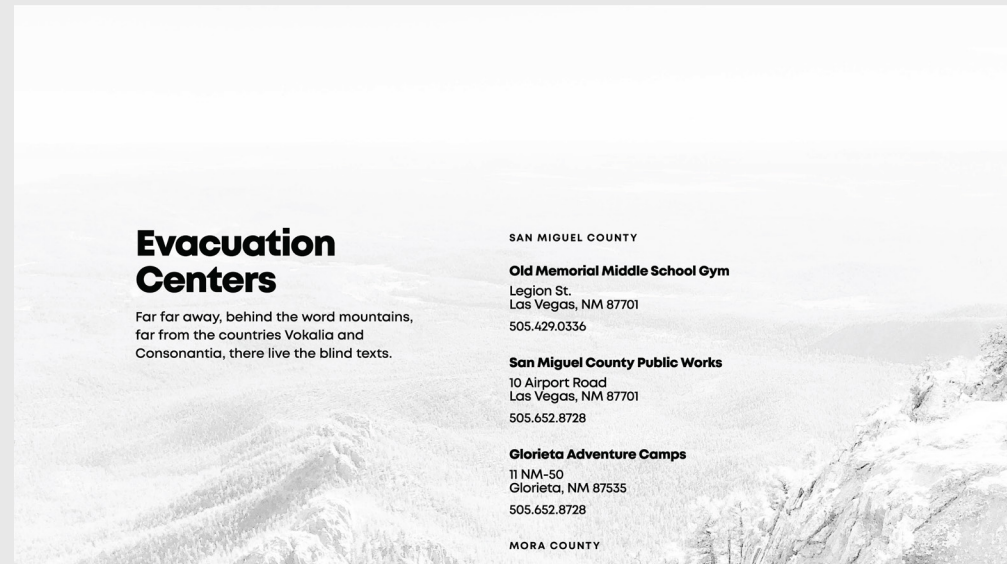
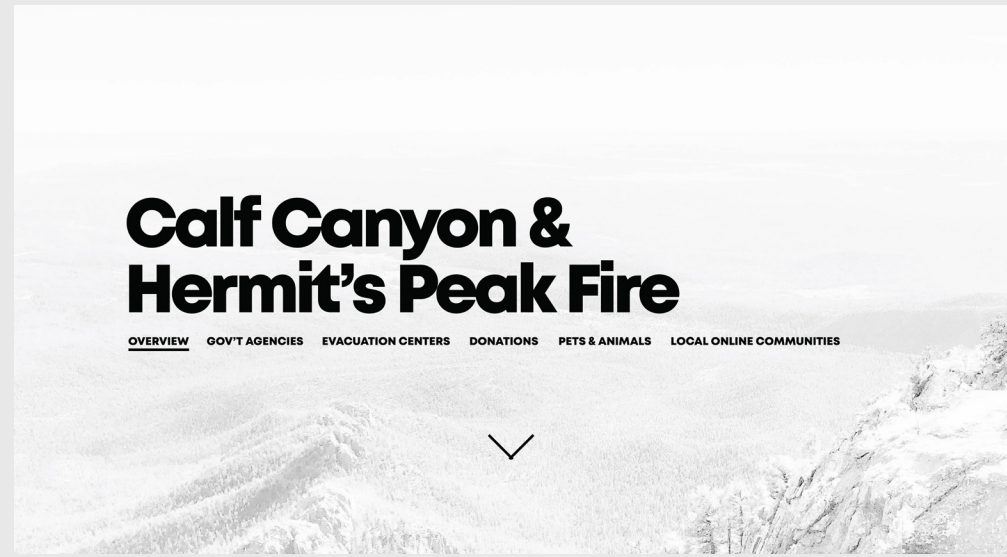
PROJECT

CCHP Fire Resource Website

Solo project designed and developed as the Calf Canyon & Hermit Peak fires raged in northern New Mexico; created as a single-source of information on various resources such as government agencies, evacuation centers, donations, help with pets/animals, and links to local online forums and social focusing on fire recovery.

GRAPHIC DESIGN

WEB DEVELOPMENT



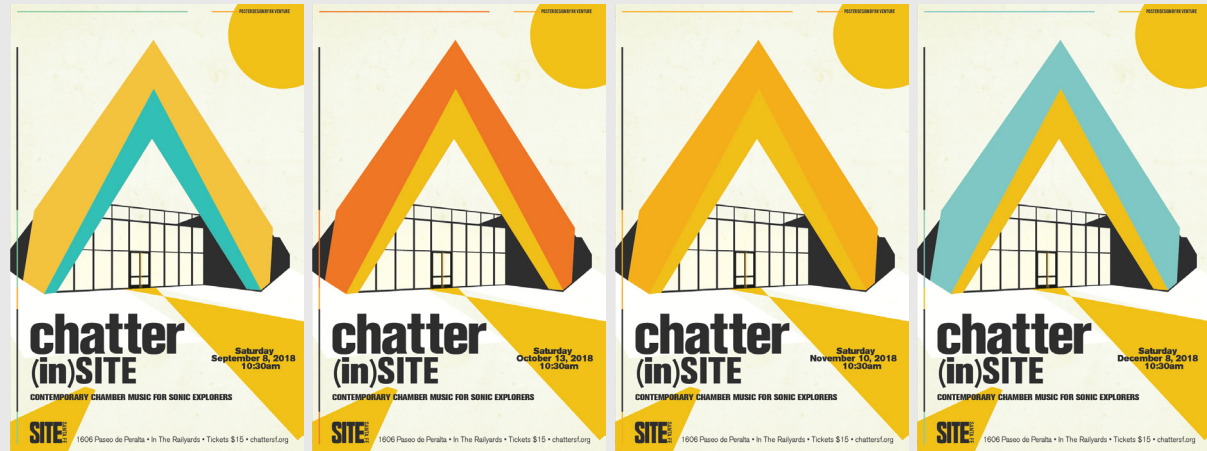


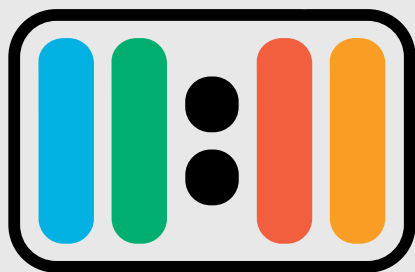
CLIENT

Chatter Music Ensemble

Designed various creative for events and fundraising; creative includes posters, rack cards, coasters, beer can labels, and digital assets; the (discourse) campaign won Print Magazine's Regional Southwest award.

GRAPHIC DESIGN





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thanks for looking!