

**Sascha Björn Leifer**

vom Westen

contact@vomwesten.net  
www.vomwesten.net  
917.825.4490

As designers our goal should always be to communicate a concept or idea to the viewer. Therefore it is not only necessary to understand the audience, but to understand the subject. Like a spoken language, immersion in your work leads to fluency.

8.2005 to present  
*New York, NY*

**VH1 Digital**  
Lead Web Designer

Maintain the VH1 site with the in-house design group. Work with producers, project managers and developers to build custom vertical web experiences for major events on the channel. Work with ad-sales and marketing to develop dynamic campaigns with outside agencies and advertisers. Assist with art direction for the design team. Report directly to the Director of Design Operations and the Creative Director for VH1 and MTV Digital.

6.2004 to 9.2004  
*New York, NY*

**MTV**  
Design Intern

Worked on flash banners and small site maintenance. Helped with internal resource site design. Reported to Sr Designer.

5.2005  
*New York, NY (Paris, France)*

**Parsons School of Design**  
BFA, Graphic Communication Design

7.2001  
*Essen, Germany*

**Maria-Waechter Schule**  
post High School exchange, general education

6.2000  
*Palo Alto, CA*

**Palo Alto High School**  
High School, general education, focus in arts

7.1998  
*San Francisco, CA*

**Academy of Art**  
High School, summer program, Design

