

LEO POPOVIC

SENIOR WEB PRODUCTION. GRAPHIC DESIGN. WEB DESIGN. ILLUSTRATION. INTERNET MARKETING

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LOS ANGELES AREA

With over 15 years of experience in the field, I can design and implement a company's identity from beginning to end: from initial logo and branding conception, to customized web development and functionality, to a streamlined consumer interface. I work on carefully-defined timelines while maintaining clear and easy communication with my clients. I improve profitability through the synergy of creative and impactful design, relevant yet innovative marketing, and highly effective social media integration.

When I'm not at work, I am a dedicated adventure junkie (rock climbing, mountaineering, cycling, running). My love of nature gives me a unique perspective that comes alive in most of my art.

Technical Skills: HTML5, XHTML, CSS3, JavaScript, MySQL, Figma, Webflow, Adobe Creative Suite, SEO, SEM

PROFESSIONAL EXPERIENCE

IDIQ. TEMECULA, CA. - PRESENT

Creative Director

As Creative Director at IDIQ, I lead the development and execution of the company's overall creative vision across all brands and marketing channels. I partner closely with cross-functional teams to elevate brand identity, strengthen storytelling, and deliver high-impact creative that supports growth, member engagement, and product innovation.

In this role, I oversee the end-to-end creative process—from concept and strategy to design, content, and final delivery. I guide multidisciplinary teams, ensuring all creative output aligns with business goals, reinforces brand consistency, and meets the highest standards of quality. My focus includes enhancing visual identity systems, optimizing UX/UI across digital experiences, directing large-scale campaigns, and ensuring all messaging is clear, compelling, and compliant.

SKETCH MOUNTAIN. CLAREMONT, CA. 2010 - PRESENT

President / Owner

Web producer and internet marketer with a knack for creative design and innovative marketing. Increasing exposure and making companies profitable through the synergy of unique, creative & beautiful design and innovative, cutting-edge internet marketing. Working for companies such as Sender Films, Hangar 18 Indoor Climbing Gyms, GROUPEd Books, Climb It Holds, etc...

FREELANCE DESIGNER. CLAREMONT, CA. 2007-2010

Web & Graphic Designer

Brainstorming, building and executing creative solutions for all web sites and web programs. Not only do I build our websites from the ground up, but I create most of the artwork used for client's programs including photo imagery, illustrations and CSS. I implement email marketing and maintenance along with social media and blog management. I also manage small projects including the building of new landing and other content pages, registration and lead forms, site features, new multimedia content, mini-sites, etc.

EDUCATION

BA in Graphic Design with honors from Cal Poly Pomona (July 2003)

HONORS/AWARDS

First Place Senior Project at Cal Poly Pomona 2003
 2003 Cum Laude Honors (B.A. in Graphic Design from Cal Poly Pomona)





MORE GYMS • MORE CLIMBING

Welcome to Hangar 18, Southern California's largest chain of indoor climbing gyms. With eight awesome facilities conveniently placed throughout SoCal and the same world-class setting and knowledgeable staff that have allowed us to grow so quickly we've found Hangar 18 to be the perfect spot for anyone from the more outdoorsy boulderer to the fun atmosphere to a great date night atmosphere. So hard-core climbers looking to pump their arms and get to the next level. Our facilities offer a wide variety of amenities, are fantastic for groups events or parties of any size and our friendly and professional staff are always happy to help you out with all you need and all of your climbing needs. Come check us out, and see why so many people are falling in love with the sport of rock climbing.



- Climbing Gear:** From bouldering to all abilities, and everything in between, we have what you need. Check out our local facility to see what awesome classes are offered.
- Yoga & Fitness:** Looking to add to your workout? Check out our local facility to see what awesome classes are offered.
- Group Events:** Our Group Event packages are perfect for anything from a birthday party to a corporate team-builder. Make your next event at all Hangar 18!
- Eight Locations:** With more than twice as many facilities in Southern California than any other climbing gym chain, a membership at Hangar 18 means more gyms and more climbing for your money.

World-class climbing at unbeatable prices.

Range of memberships get you unlimited access to our facilities from twice as many local climbing gyms than any other climbing gym membership at a fraction of the price. Check it out below.

[View our rates](#)



CURRENT LOCATIONS

With eight convenient locations throughout Southern California, Hangar 18 is one of the largest chains of climbing gyms in the nation, and with our dedication to bringing our customers the absolute best climbing experience possible, we are constantly looking to expand and grow to become bigger and better every year. Hangar 18 is proud to be a member of the Redpoint Bouldering Series, one of the nation's premier and most competitive bouldering series. Our facilities offer a wide variety of amenities, are fantastic for groups events or parties of any size and our friendly and professional staff are always happy to help you out with all you need and all of your climbing needs. There are a lot of reasons to get involved in rock climbing and we have much to offer. Hangar 18 has what you need to get you started. So check us out, and see why so many people are falling in love with the sport of rock climbing.

CHOOSE A LOCATION:



Download a liability waiver form

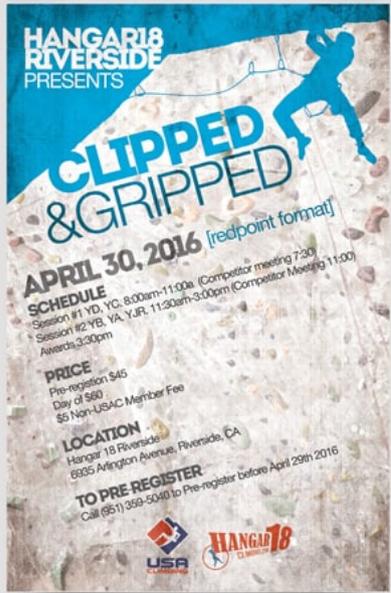
[Choose Waiver](#)



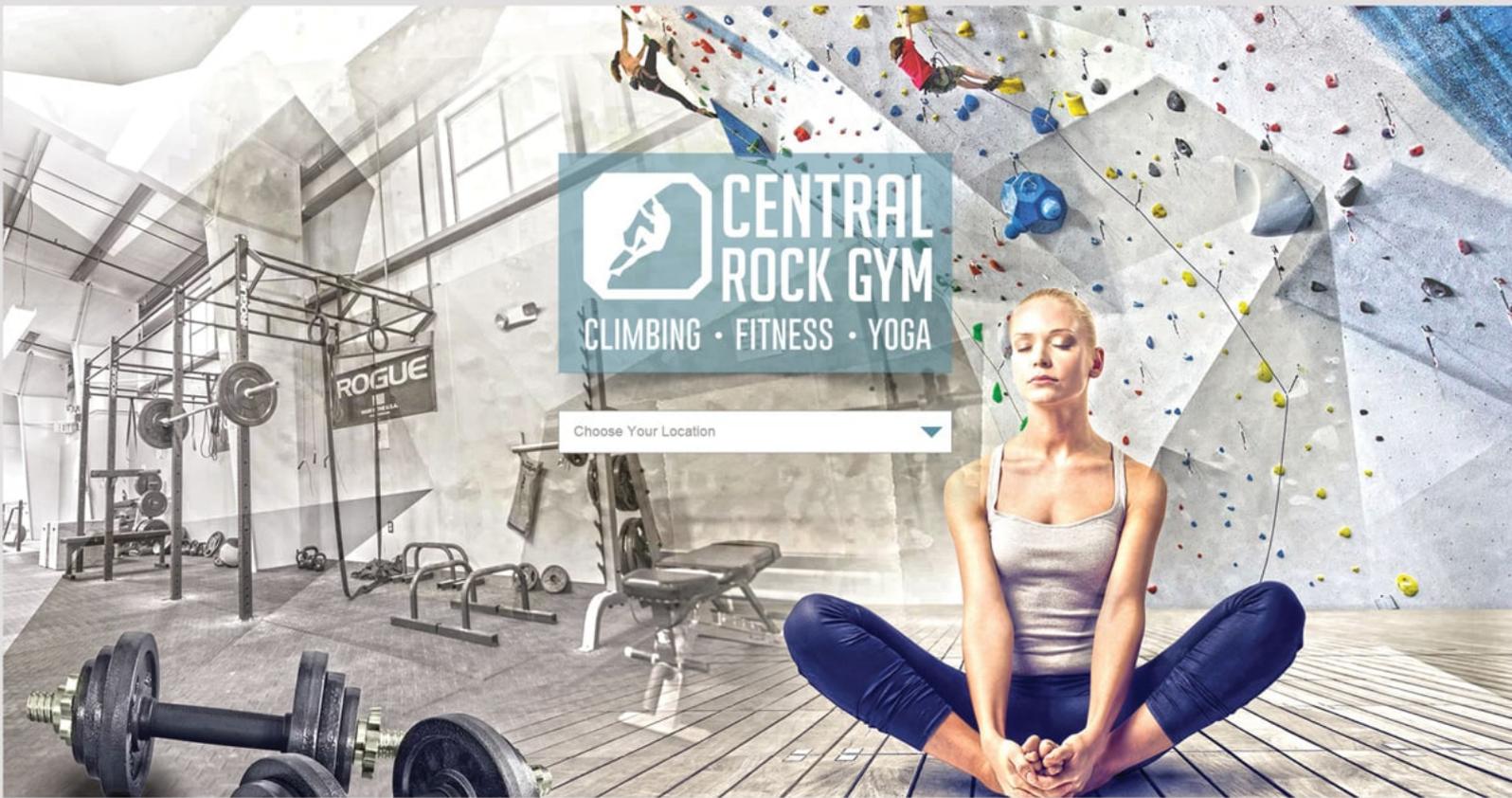
Drop us a message!

Form with fields for Name, Email Address, and a Submit button. Includes a 'Subscribe To Our Newsletter' section with a 'Subscribe' button.

HANGAR 18 CLIMBING GYMS



Client: Hangar 18 Indoor Climbing Gyms
 Industry: Climbing Gym
 Project: Logo, Website & ID system



CENTRAL ROCK GYM CAMBRIDGE
PRESENTS
THE PULLDOWN BOULDERING SERIES

MAY 23
JUNE 27
JULY 25
AUGUST 22
SEPTEMBER 26

\$20 ENTRY FEE | YOUTH COMPETITION IN THE MORNING
TO REGISTER AND FOR MORE INFO
VISIT OUR SITE AT WWW.CENTRALROCKGYM.COM

CRG CAMBRIDGE | 127 SMITH PLACE - CAMBRIDGE, MA 02138 | 617.265.6937

CENTRAL ROCK GYM GLASTONBURY
PRESENTS
BBBQ
[a bouldering BBQ]

SATURDAY JULY 11

On July 11th, Central Rock Gym is combining two of the best things that summer has to offer: bouldering comps and barbecues. Introducing the BBQ (and BBQ) and gear bouldering competition. With the focus on technique over power and strength, the BBQ is a new type of bouldering event that makes it everyone's game. Enjoy free beer from our local microbrewery, and food from the Plan B Burger food truck. Prizes will be awarded to the top competitors.

\$15 MEMBERS | \$30 NON-MEMBERS
BEGINS AT 4PM | BOULDERING COMP: 5PM-9PM
TO REGISTER AND FOR MORE INFO
VISIT OUR SITE AT WWW.CENTRALROCKGYM.COM

CRG GLASTONBURY | 239 EASTERN BLVD. #11 STONINGWAY, CT 06033 | 301.656.8290

CENTRAL ROCK GYM
PRESENTS
RING OF FIRE 2015

MARCH 29th
CRG WATERTOWN
617.744.0081

24 HASTON ST. WATERTOWN, MA 02472

For more information go to www.ringoffireclimbing.com

CENTRAL ROCK GYM & FIJI WATER
PRESENT
RING OF FIRE 2014

COMP #1 @ GLASTONBURY MARCH 15
COMP #2 @ HADLEY APRIL 12
COMP #3 @ WATERTOWN MAY 2 & 3

For more information go to www.ringoffireclimbing.com

FIJI WATER, adidas, TRANGO, BOFFA, Technik, Red Bull, PETZL, ATOMIK

CENTRAL ROCK GYM RANDOLPH

GRAND OPENING
NOVEMBER 14

Free climbing | Lunch food trucks
Free CRG shirt to first 50

THE PULLDOWN BOULDERING SERIES

JULY 18
CENTRAL ROCK GYM CAMBRIDGE

{ NO INITIATION FEE FOR JANUARY }

Let us help you get the new year started the right way.

Client: Central Rock Gyms
Industry: Climbing Gym
Project: Website, Print & ID system



PRESENTS IN ASSOCIATION WITH **CLIF**

SENDER FILMS

VALLEY UPRISING

YOSEMITE'S ROCK CLIMBING REVOLUTION

A SENDER FILMS PRODUCTION



COMING FALL 2014



REEL ROCK 9

GOALZERO SUTRA EVOLV PETZL Climbing CLIF



SENDER FILMS

REEL ROCK 7

BUY REEL ROCK 7 NOW!

WATCH THE TRAILER

THE SENDER STORE

ASCENT THE SERIES

VALLEY UPRISING

TUNES

COMMERCIALS

REEL ROCK TOUR

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SENDER FILMS

APPAREL

Click Here for

DVDs & DOWNLOADS

Men's Tee

Women's Tee

Heavy Weight Hoodie - Dark Heather Grey

Medium Wt. Hoodie

Light Wt. Hoodie

Zipper

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TUNES

01. My Thoughts

02:32

01. My Thoughts	03:00	http://www.senderfilms.com
02. Struckin'	03:00	http://www.senderfilms.com
03. Never 24	03:00	http://www.senderfilms.com
04. Top to Bottom	03:00	http://www.senderfilms.com
05. Earth	03:00	http://www.senderfilms.com

Be using the iTunes Player correctly! Please be sure that you are viewing this webpage at 100% magnification. To learn about the measures involved with each download, click on the song's respective artist link on the right column of the iTunes Player. [X]

Client: Sender Films
Industry: Outdoor Film
Project: Websites



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ASANA CLIMBING

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BOULDERING

CLIMBING GYM

CLOTHING

HOLDS

TEAM ASANA

- Kevin Jorgeson
- Sierra Elstair-Coyle
- Charlie Barnett

TEAM ASANA

- National Championships
- Regional Climbing Athlete
- Local Climbing Athlete
- National Park Climbing Athlete

BOULDERING

CLIMBING GYM

CLOTHING

HOLDS

KEVIN JORGESON

Monday, October 7, 1986
Height: 5'11"
Age: 18 years - 4'2"
Home: Santa Rosa, Santa Rosa, CA
Currently Residing: Santa Rosa, CA
Year Started Climbing: 1998

GETTING STARTED

Kevin has been climbing since he was born. At first, it was boulders, leadlines, holds and trees. At age 14, Kevin signed up for the Ukiah Climbing Center and never looked back. Climbing was always a nice way of getting fit and he did, but when he started climbing, it felt like he had found a sport that he "personally" enjoyed.

THE CURRENT STUFF

Kevin currently competes in the ranks of Team USA and has been training for the youth competitions circuit. "I remember doing my first ascent to a different competitor, which was a huge moment for me. By 2001, Kevin began winning National level competitions for his age category and the climb in the Youth World Championships in Europe. Competition helped him to gain experience in his climbing style. Kevin says that what only has one chance to succeed, so you need to make your effort count. The sport that some people say is highly dangerous and all hard climbing is wrong."

ON THE ROCKS

Kevin started climbing at around 2002 and began to focus on his outdoor climbing. Since then, Kevin has gained a reputation for his climbing, taking a lot of high level boulder problems across the globe. From California to Colorado to South Africa, Kevin's high level bouldering, progress has been steadily increasing and he's been climbing in the world. "The boulder in California, The boulder in South Africa, and the second time was even more of the fun in his bouldering in regard, together with the first and last month. Kevin says that he has been climbing for many of the country's most famous and dangerous routes, including The Climb in 2010, The boulder in 2010, the boulder in 2010, and others that Kevin says are some of the most important and memorable that Kevin has done. Kevin is 18, he has only in Santa Rosa, CA."

ON THE FUTURE

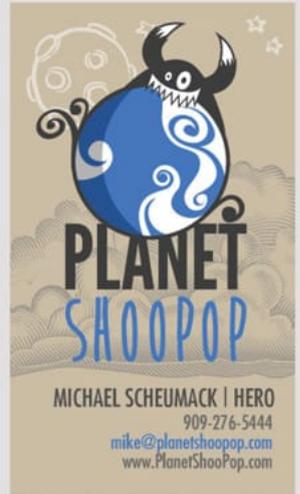
Kevin is currently training up with Tommy Caldwell in a three year program for the "The Dawn Wall" at El Capitan in Yosemite, CA. Kevin completed the wall in the bouldering world and in the world, with 7.9a and 7.9b. Kevin is 18 and climbing every day from 10:00 to 12:00 in the winter months.

More on Kevin can be found on his website and blog:
http://www.kevinjorgeson.com
http://www.kevinjorgeson.blogspot.com

You can view his athletic profile on his sponsors' websites here:

- Mountain
- Rock
- Training
- Rock

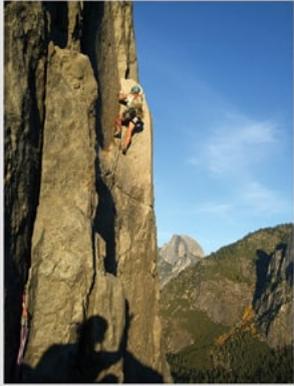
Client: Asana Climbing
Industry: Outdoor Retailer
Project: Website



Client: Planet ShooPop
Industry: Web Design & Marketing
Project: Website, Print & ID system



ADVENTURE PHOTOGRAPHY



Client: Me
Project: Adventure Photographs

