

WEBSITE

lqnortz.carbonmade.com

EMAIL/MOBILE

lqnortz@gmail.com

760.704.3157

ADDRESS

652 Sumatra Place
Henderson, Nevada
89011

LINDSAY NORTZ

MARKETING DESIGNER | E-COMMERCE DIRECTOR

SKILLSET

PHOTOSHOP	● ● ● ● ●	ACROBAT	● ● ● ● ●	LIGHTROOM	● ● ● ● ●
ILLUSTRATOR	● ● ● ● ●	HTML 5	● ● ● ● ●	EMS/CMS	● ● ● ● ●
INDESIGN	● ● ● ● ●	CSS3	● ● ● ● ●	MICROSOFT OFFICE	● ● ● ● ●
DREAMWEAVER	● ● ● ● ●	SEO/ADWORDS	● ● ● ● ●	PC/MAC PLATFORMS	● ● ● ● ●

EXPERIENCE

DIGITAL DESIGN DIRECTOR

Upper Deck

upperdeck.com

upperdeckstore.com

Carlsbad, CA

- Created company logos, branding and web graphics
- Administrator for email design, development and deployment
- Developed and managed email lists as well as lead generation company wide
- Responsible for brand and legal approvals for various licenses
- Evaluated EMS analytics and produced ROI per campaign
- Developed concepts from wireframe to completion for all departments

SENIOR DESIGN TEAM MANAGER

ThinkBig, DBA - JCTB

facebook.com/ThinkBigMarketing

www.uthinkbig.com

Murrieta, CA

- Designed email marketing and direct mail campaigns
- Created company logos, branding and web graphics
- Managed customer campaign change requests
- Moderated CMS, workflow and trained employees
- Responsible for maintaining UI and technical bugs
- Acquired and managed email and address data lists

DIGITAL DESIGN SPECIALIST

PennySaver USA, LLC

asapautoinsurance-sem.com

econolube-sem.com

medislimwellness-sem.com

pianoinstructionsanjose.com

nstateinsurance.com

Vista, CA

- Designed SEM and responsive SEO websites
- Created company logos, branding and web graphics
- Managed customer website change requests
- Moderated CMS and trained employees
- Worked with programmers to fix UI and technical bugs
- Assisted in the design of proprietary WordPress themes
- Provided on page SEO, copy and blog writing services

SENIOR GRAPHIC DESIGNER

The Tucson Parent Magazine

thetucsonparent.com

Tucson, AZ

- Create business marketing and branding materials
- Magazine design, preflight and FTP to printer
- Advertising and graphics production
- Customer relations and accounts receivable

EDUCATION

SOUTHWEST UNIVERSITY
OF VISUAL ARTS

Tucson, AZ - 09/06 to 05/09
Double Bachelor of Arts in Graphic Design and Illustration