



# Hello

I'm Ian Lindsay, and I'm a designer with talent for developing unique custom artwork, as well as being adept at thinking outside the box to generate ideas and concepts. I am experienced in overseeing individual projects as well as brand development collections. In addition, I am capable of expertly researching and developing emerging concepts and trends with the bonus of being Tech-Literate. I strive to be innovative and have a strong record of producing dynamic visuals for print and tangible design, as well as web and digital projects, some being experimental.

To supplement what I already know, I delve into technological methods and projects, as to keep as up to date on the state of technology as possible and find ways to apply that knowledge to my designs. As well as the technological realm, I also like to delve into other creative endeavors to hone my craft and streamline my creative process as to be able to use them to my advantage.

## ● PROFESSIONAL EXPERIENCE

### Production Crew

**James Madison University – Harrisonburg, VA**

**10/2016 – current**

- Worked with stage technicians to ensure all lighting, microphones and recording equipment was operational and well calibrated.
- Performed sound quality checks and front-of-house mixing to maintain company sound system.
- Regulated sound qualities and volume levels during recording sessions to produce desired outcomes.
- Performed various setups, tear downs and mixing for guest bands, recitals, concerts, worship services, theatrical performances and conferences.
- Prepared, packed and transported audio equipment for events and location shoots.

### Busser / Kitchen Staff

**O' banks Cafe – Mechanicsville, VA**

**06/2017 – 08/2017**

- Scraped, washed and efficiently restacked dishware, utensils and glassware to keep kitchen ready for customer demands.
- Efficiently loaded and unloaded dishwashers, cleaning by hand large pots or utensil items used often by kitchen staff.
- Assisted with kitchen prep work to help operations run smoothly and meet customer needs.
- Washed equipment, surfaces, refrigerators and other areas and applied sanitizing chemicals.
- Completed extra cleaning work on garbage cans, racks, dry storage areas and other fixtures to keep kitchen spotless.
- Stepped into food prep and pantry roles during busy times to boost coverage of important stations.
- Established great relationships with staff by promoting team-oriented atmosphere through use of casual communication and friendly socialization.

## ● KEY SKILLS

- PC & MAC Platforms
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe XD
- Adobe After Effects
- Web Design
- Brackets
- HTML / CSS
- Unity
- Blender

## ● EDUCATION

- Bachelor of Fine Arts in Graphic Design  
James Madison University  
May 2020

## ● AFFILIATIONS

- National Art Honor Society  
Member  
2016 to Current

# ReTrack

A refurbishment and reseller of used older HiFi systems and components.

The idea with this company was to create a language that spoke to a single interest across multiple generations. to do this multiple techniques would need to be used ranging from nostalgia to hyping up a cool factor.

## Primary Audience

Age - 58

Marital status - Married

Children - 1 - 2 already adults

Type of home - Single family house

Location - Suburbs

Occupation - Retired

Why are they interested in your product?

These people would be interested in the company because they would be seeking to relive part of their childhoods through older media formats, and/or looking for ways to pass their freetime.



Retro	Passionate
Friendly	Dependable
Efficient	Honest
Clean	Respectable
Knowledgeable	Accurate
Reliable	Precise
Meticulous	Thorough
Evocative	Enthusiastic
Nostalgic	Communicative
Welcoming	Candid
Helpful	Conversational
Receptive	Casual
Attentive	Careful
Productive	Rigorous
Skilled	Mindful
Economical	Deliberate
Competent	Approachable
Capable	Pleasant
Neat	Warm
Orderly	Charming
Simple	Polite
Experienced	Cordial
Informed	Engaging
Conversant	Interesting
Keen	Conservator

## Secondary Audience

Age - 32

Marital status - Single

Children - None

Type of home - Small house, apartment

Location - suburbs, urban towns

Occupation - work from home, 9 to 5

Why are they interested in your product?

The primary audience would be interested in the company as they are a collector of old electronics and media formats, and have a hobby of using and experimenting these formats for art and tinkering projects.

# ReTrack



# ReTrack

Throughout this project I tried to make this company appeal to members of the primary audience through the use of nostalgia, and make them want to relive their pasts through the service offered by the company. As well as them, the appeal for the secondary audience was to have intrigue in the older technology, and make them feel unique and special for having that intrigue, and make them want to purchase components to solidify that feeling. While these techniques are nothing new in marketing, the difference between ReTrack and their competitors is that all of these feelings are genuine, and felt throughout members of the company as well.

The collage includes:

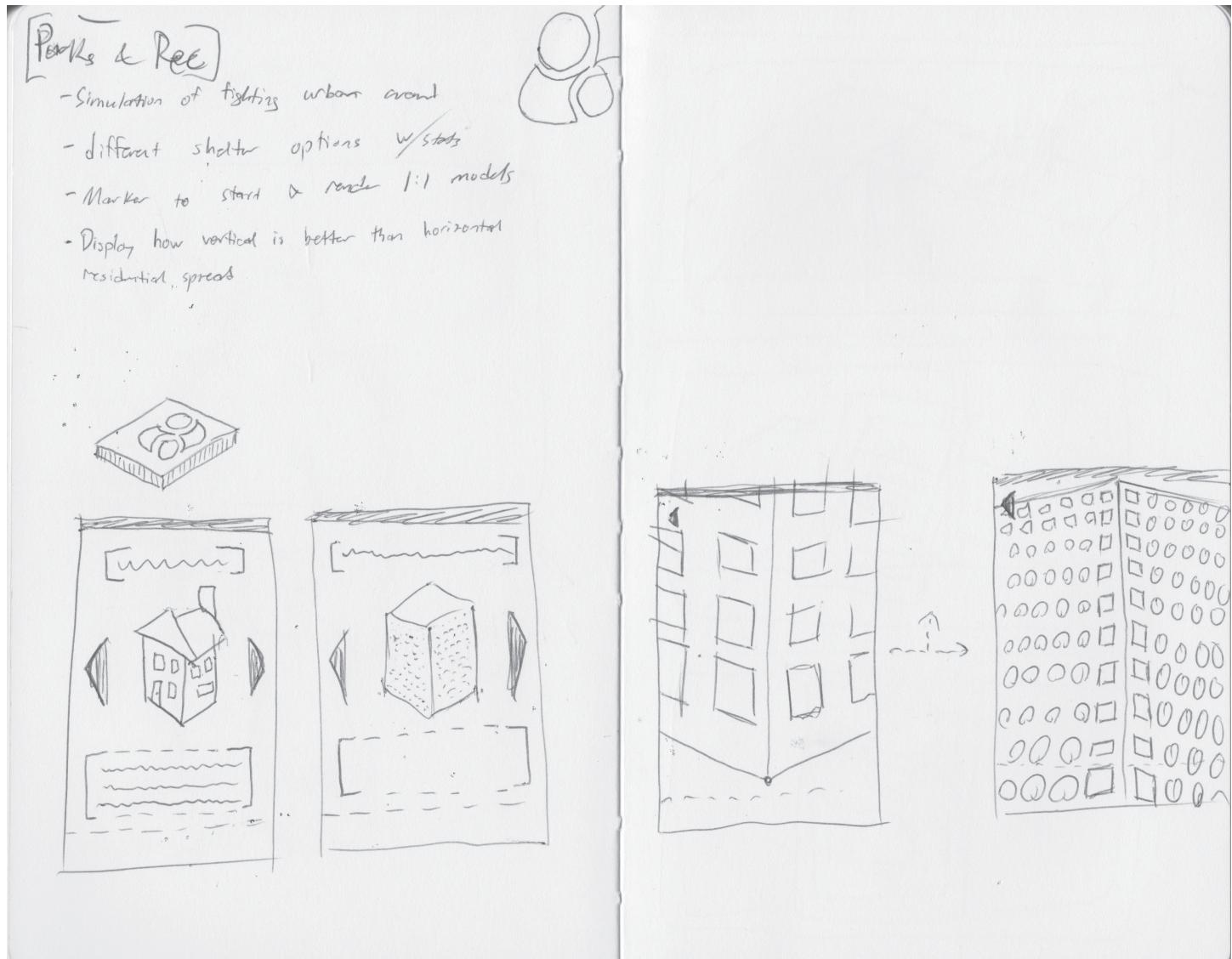
- A framed display showing a speaker and a turntable with the text "BACKGROUND MUSIC DOES NOT EXIST".
- A white box labeled "#RETRACK".
- An open box revealing vinyl records with the text "CROSSES OVER" and "RETRACK".
- A large exhibition booth at a trade show with a red and orange theme, featuring a "70's SMOOTH RELAXATION" area.
- A small sign asking "Sound? Or Music?" with the website "#RETRACK.com".
- A sign asking "What's your range?" with a frequency chart from 40 to 1k and the text "You pick." with the website "#RETRACK.com".
- A sign asking "Bass? Mids? Treble?" with a volume control icon and the text "Up to you." with the website "#RETRACK.com".
- A "KEF Q350 review" section with a 5-star rating and a "WHAT HI-FI?" logo.
- A "KEF Q350 deals" section with a 4.5-star rating and a "WHAT HI-FI?" logo.
- A "FINAL ASSEMBLAGE" section featuring a scrollable map titled "Let music take you on the scenic route" with a speaker icon and the website "#RETRACK.com".
- A "WHAT HI-FI?" advertisement for the "Klipsch RC-44" receiver.
- An open cardboard box containing a white manual or booklet.

# Bungalows & Blocs

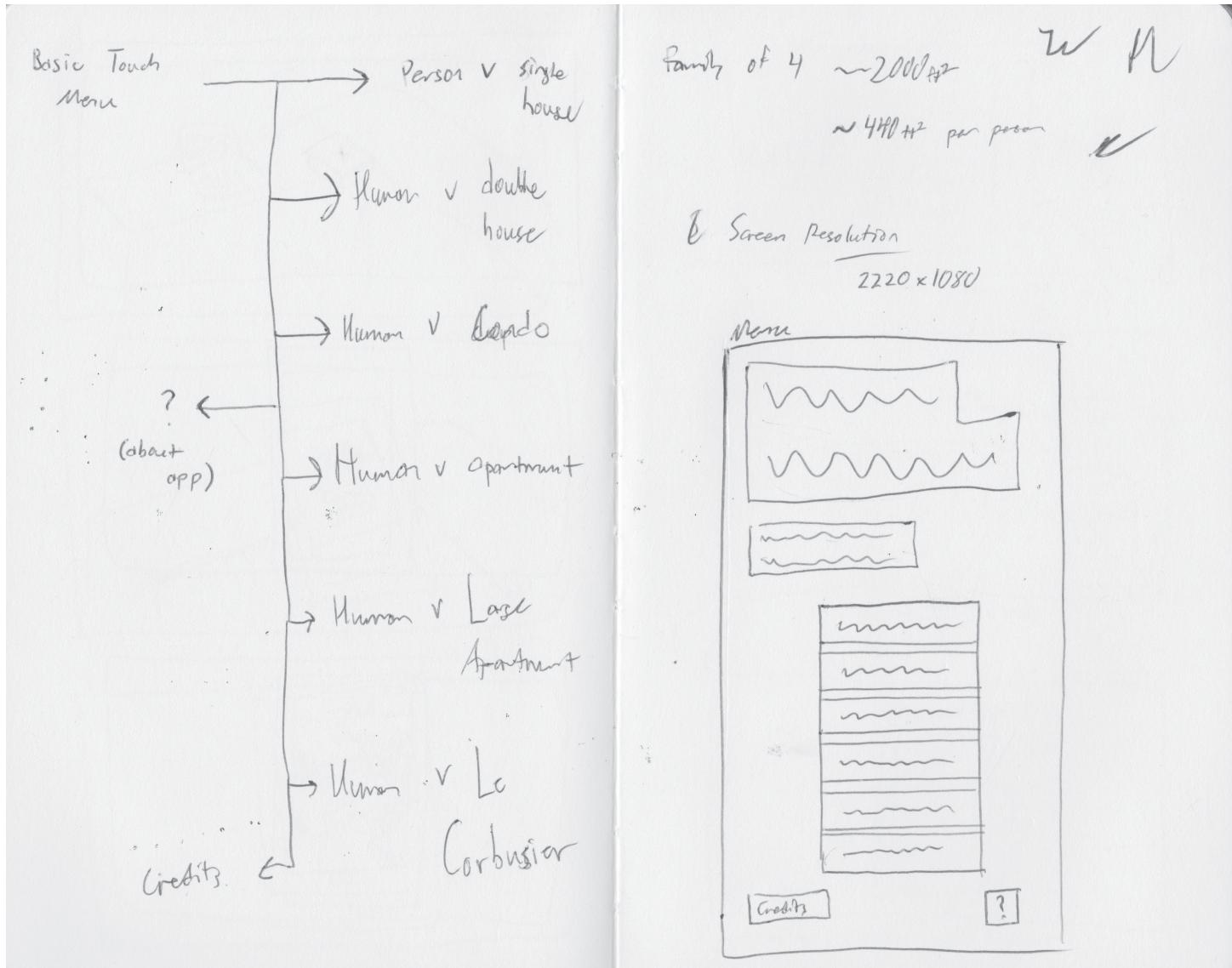
Augmented Reality residential architecture scale app

This is an Augmented Reality app developed in Unity that was created to bring awareness to the square footage used for different types of residential buildings. This was done to help show how the problem of urban sprawl develops, and make people see in differing scales how living in these different types of buildings can affect the sprawl. It would also give people the chance to ponder just how much living space they need, and look towards going vertical, rather than horizontal, for more space.

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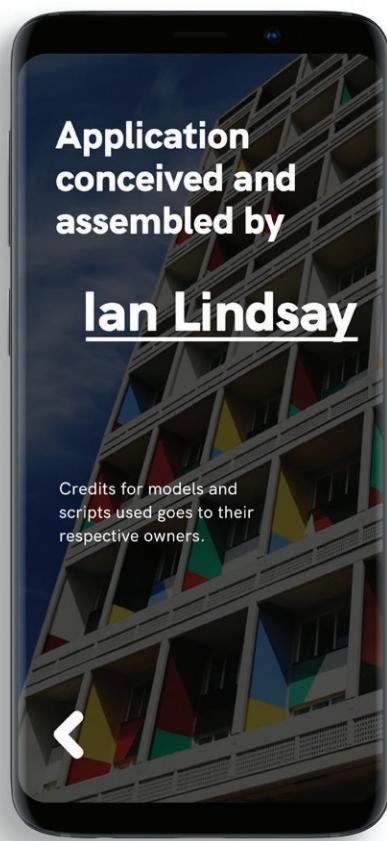
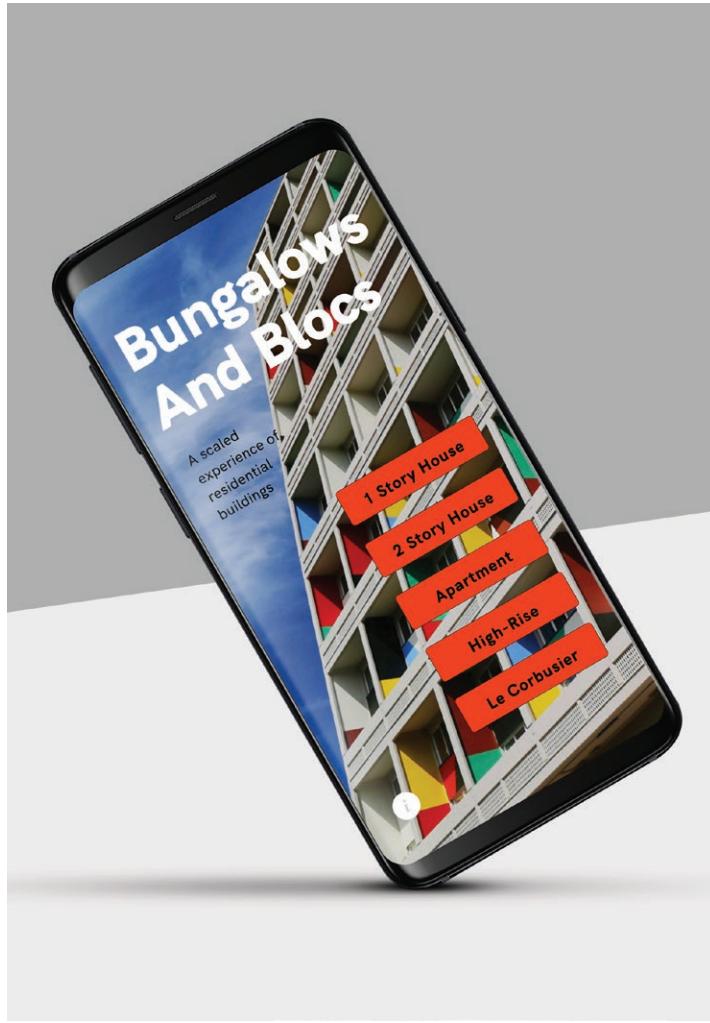


# Bungalows & Blocs



# Bungalows & Blocs

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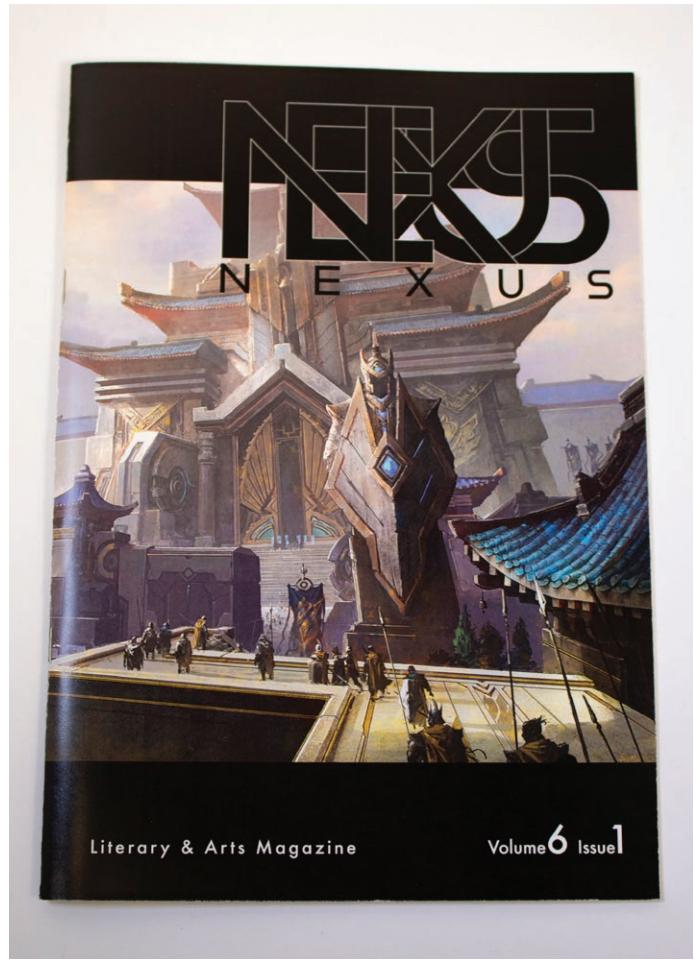
# Bungalows & Blocs

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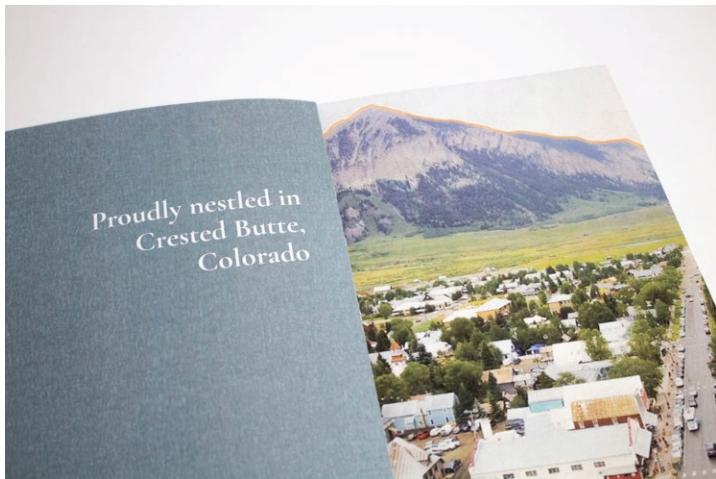
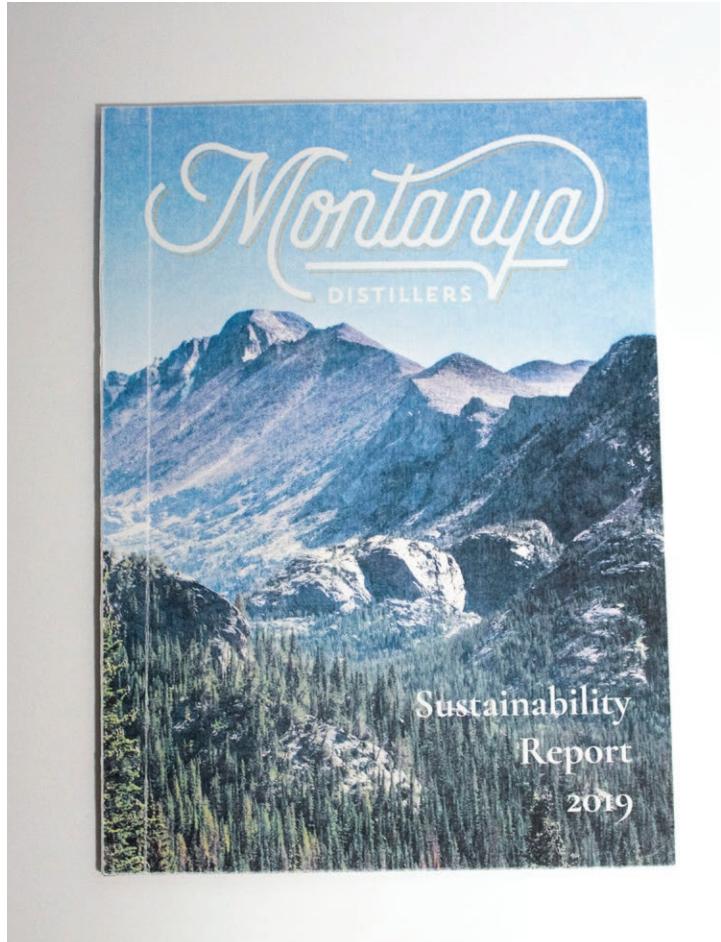
# Nexus Literary Magazine

Nexus is a literary magazine featuring student work that is also designed by students. The purpose of this project was to experiment with layout, especially with typography, to find visually interesting ways to exhibit work without sacrificing legibility.



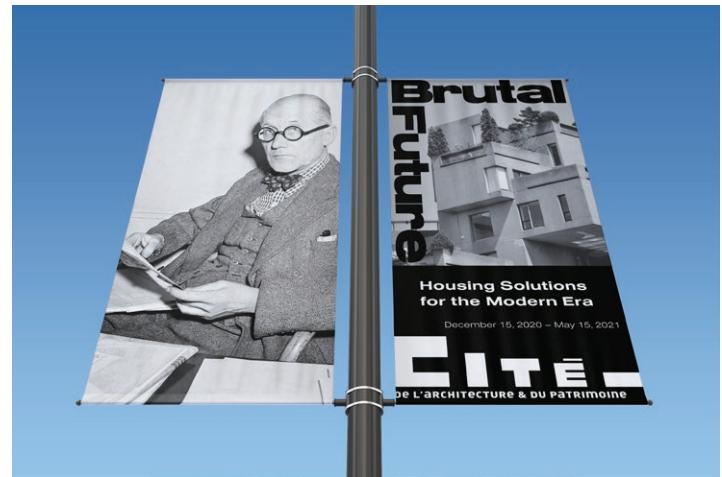
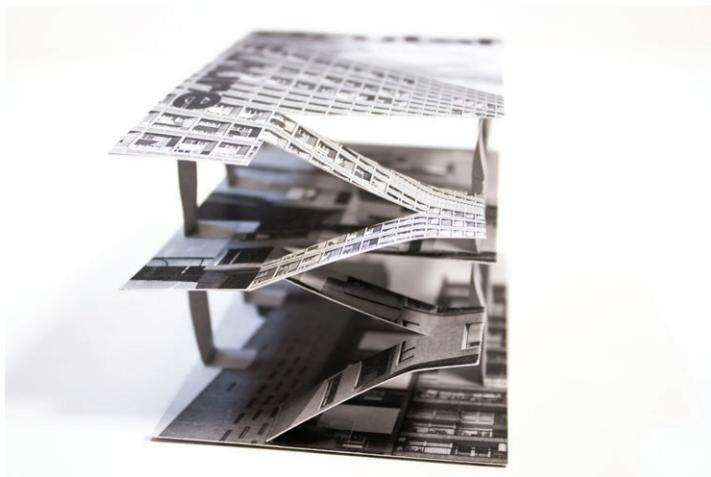
# Montanya Sustainability Report

Montanya is a rum distillery located in Colorado that prides itself on being carbon neutral, and having gained a high B Corp score. This sustainability report draws on the themes of small town comfort and simplicity to display statistics and facts in a manner for easy distribution.



# Le Corbusier Invitation

This is an invitation for a theoretical exhibition of residential architecture with a focus on Brutalist designs. The invitation is convertible into a model of the Le Corbusier Domino House design, meant to be kept and displayed on a shelf or desk.



# Thank You.

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