KATE LINDSAY

hello@katelindsay.design | katelindsay.design | 781.859.7037

PROFILE

I am a growing creative leader with over 9 years of experience working in the Greater Boston Area. I love all aspects of design, but I particularly enjoy the unique challenges that come with visual design. I love mentoring emerging designers and helping them find their own career path.

An avid music fan, by night you can find me singing in my synthpop band Telelectrix (and being our designer).

RELATED SKILLS

- ★ Art Direction
- ★ Branding
- ★ Visual Design
- ★ Advertising Design
- ★ Wireframing
- ★ Research
- ★ Photography
- ★ Motion Graphics
- ★ HTML/CSS

SOFTWARE SKILLS

- ★ Adobe Creative Suite
- ★ Sketch
- ★ Invision
- ★ Github
- ★ Sublime Text

EDUCATION

B.A., Graphic Design
Keene State College

EXPERIENCE

WORDSTREAM

Senior Visual Designer (2018-Present)
Visual Designer (2017-2018)

Responsible for leading the creative marketing team, overseeing design & video. Established brand guidelines, updating & adding new patterns to a design library used on the web, in email & ad creative, & in our product. Regularly collaborated cross-departmentally & with our product design team, helping to foster a design culture within WordStream.

FIKSU

Lead Designer (2015-2017)

Worked on several mobile marketing campaigns for a variety of external clients. Designed a new brand style guide & internal marketing materials, including a website for one of our sub brands. Migrated Fiksu.com to Wordpress, responsible for both design & development.

GSN (GAME SHOW NETWORK) GAMES

UI Designer (2015)

Developed style tiles & a pattern lab for a refreshed brand look & feel to be tested amongst a large user base. Created fleshed out designs for various features & pages based on wireframes provided by the UX Designer. Designed & built web animations using CSS3 & GSAP.

VSNAP

Lead Designer (2013-2015)

Responsible for executing product design from wireframes through visual design. Designed & developed marketing homepage. Created infographics, emails, & other marketing materials. Established the brand identity, including a logo & style guide.

PERKSTREET FINANCIAL

Designer (2012-2013)

Unified brand look & feel with a style guide. Designed homepage & landing pages. Created mobile application UI design. Directed photo shoots. Produced website banners, HTML emails, social media graphics & direct mail collateral.

CIDC / EVEREST GAMING

Interactive Designer (2011-2012)

Created designs for marketing campaigns, e.g., landing pages, animated banners, & emails. Worked with content team to help code pages in the CMS. Consistently delivered projects in a fast-paced environment.