

Kate Lindsay

graphic designer

Contact Me!

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About Me

I Am A Designer

obsessed with all things interactive. I love creating experiences for the ever-changing web. I am highly motivated and a fast learner, happiest in an environment where I'll always be learning new things.

Professional Experience

WordStream

Sr Visual Designer, 2017 – Present

Responsible for managing a wide breadth of design for WordStream's branding & marketing efforts, including: landing pages, email templates, banners for GDN & social, motion graphics & light video editing for YouTube, print collateral for tradeshow, and more. Assisted with front end development where needed & managed a Junior Visual Designer along with any creative freelance resources.

Fiksu

Designer, 2015 – 2017

Worked on mobile marketing banners for a large variety of clients. Designed and built new marketing page for FreeMyApps service. Designed and developed new feature pages for the Fiksu.com site. Created brand collateral, such as case studies and newsletters.

GSN Games

UI Designer, FEB – JUNE 2015

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

Vsnap

Lead Designer, 2013 – 2015

Created responsive UI for web application. Designed and developed marketing website and Wordpress blog. Brand identity, including re-design of the logo and a style guide. Created print content for live events, such as large scale banners, nametags, and programs.

PerkStreet Financial

Lead Designer, 2012 – 2013

Unified brand look and feel with a cohesive style guide. Developed homepage and landing page wireframes and designs. Created mobile application UI for iOS. Directed photo shoots. Produced website banners, HTML emails, social media graphics and direct mail collateral.

CIDC/Everest Gaming

Interactive Designer, 2011 – 2012

Creative content for promotional campaigns, including splash pages, banner sets, and emails. Worked with content engineering team to help code pages in the CMS. Consistently delivered projects in a timely fashion in a fast-paced environment.

Relevant Skill Sets

Technical Skills

Brand Development, **UI Design**, Wireframing, **Responsive Design**, Illustration, **HTML/CSS/Sass**, Mobile Application UI, **Photography**, Animation

Software Skills

Photoshop, **Illustrator**, InDesign, **Sketch**, Flash, **Sublime Text**

Education

Keene State College

BA Graphic Design, 2007 – 2011

