



Kate Lindsay

VISUAL DESIGNER

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About

I'm a visual designer with a "Swiss Army" set of skills that have helped me thrive in a variety of businesses. I am especially passionate about web experiences and UI, and I love noodling with code, but I also enjoy working on branding and marketing design.

Skills

- Branding
- Web Design
- HTML/CSS
- UI/UX Design
- Illustration
- Photography

Tools

- Adobe: Photoshop, Illustrator, InDesign, After Effects
- Sketch
- Figma
- Github
- Drupal, WordPress, Adobe Experience Manager
- Blender

Education

B.A., Graphic Design
Keene State College

Experience

NATIVE INSTRUMENTS/IZOTOPE

UI DESIGNER 2024-PRESENT

SENIOR VISUAL DESIGNER 2021-2024 | MULTIMEDIA DESIGNER 2020-2021

As a UI designer, I lead the visual design direction for our software products, working with product design to translate wireframes into fully developed UI designs, making suggestions for UX improvements where feasible. I work with external partners and build and manage relationships with freelancers when artwork cannot be executed internally. As a Senior Visual Designer, I lead the design of campaigns for major product launches and monthly promotions, building several campaign assets including landing pages, emails, web banners, and more.

WORDSTREAM

VISUAL DESIGNER 2017-2018 | SENIOR VISUAL DESIGNER 2019-2020

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

FIKSU

DESIGNER 2015-2017

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

VSNAP

LEAD DESIGNER 2013-2015

Responsible for executing product design from wireframes through visual design. Designed branding, including a logo and a full style guide. Designed and developed the homepage. Created infographics, emails, and other marketing materials.

PERKSTREET FINANCIAL

DESIGNER 2012-2013

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

EVEREST GAMING/CIDC

INTERACTIVE DESIGNER 2011-2012