Kate Lindsay
VISUAL DESIGNER

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About

An aspiring product designer with a wide set of skills that have helped me thrive in a variety of environments. I am passionate about web experiences and love noodling with code, but I'm also well versed in branding and marketing design needs.

Skills

→ Branding

→ Web Design

→ HTML/CSS

→ UI/UX Design

→ Illustration

→ Photography

Tools

→ Adobe: Photoshop, Illustrator, InDesign, After Effects

→ Sketch

→ Figma

→ Invision

→ Github

→ Drupal

→ WordPress

→ Adobe Experience Manager

Education

B.A., Graphic Design
Keene State College

Experience

IZOTOPE/SOUNDWIDE
SENIOR VISUAL DESIGNER 2020-PRESENT

Lead the design of campaigns for major product launches as well as recurring monthly promotions. Worked on the user experience and visual design of the web portal for a subscription product, focusing on personalization for the first time user experience.

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

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

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