



LINDSEY MCCONNELL
graphic designer

Personal Info

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Tech Skills

Photoshop	Excell
Illustrator	After Effects
InDesign	Premier
Word Press	Dreamweaver
PowerPoint	Muse
Acrobat	

Design Skills

Typography
Layout
Print Design
Color Theory
Presentation Design

Soft Skills

Collaboration
Creativity
Communication
Problem Solving
Planning
Leadership
Constant Curiosity

I'm a creative, hard working graphic designer. I have a mix of creativity and skill with a need to stay connected with current trends and technology. Excellent communicator, quick to grasp the bigger picture and work within a community of creativity.

Experience

April 2016 -
Current

Lead Graphic Designer

The New American, magazine, Appleton, WI

- Designing web and print advertisements for advertisers and donors.
- Collaborating with writers and editors to incorporate text into print magazines, newspaper-style bulletins, and chapter books.
- Developing fresh campaign concepts, including logo design, web and social media banners/ads, event materials such as pull-up banners, standees, and other print collateral.
- Web design and uploading print issues on the back-end of site with Word Press
- Working with speakers to create engaging presentations, presented nationally and internationally.
- Assisting Creative and Art Directors with their overflow needs.

Jan. 2016 -
Current

Freelance Graphic Designer

Appleton, WI

- Working with a variety of clients, creating logos, UX focused web design and brand focused materials and ads.
- Designing and building of stage sets and props for childrens events.

Oct. 2010 -
July 2004

Showroom Manager and Corp. Lead Visual Merchandiser

Brewbakers Furniture, Petoskey, MI

- Helped with all design aspects of building new store. Including all finishes, paint colors, outside décor and all furniture area placements.
- Lead a team of warehouse and interior decorators in prepping grand opening of new locations
- Accessory buyer for Brewbakers corp. and assisted all corp. furniture/case good purchases
- Hired and trained new Visual Merchandisers
- Created vignettes for all styles and customer needs keeping style and price in mind

Education

2000, 2004
and 2016

Graphic and Web Design

- Graphic and Web Design, B.S., program at Rasmussen College. Northwood University in Alpena, MI and Northwestern Michigan College in Traverse City, MI pursuing a B.B.A.