

# SAMANTHA LINDSAY

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## EXPERIENCE

*J.Jill, Quincy, MA, September 2017–Present*

**DIGITAL GRAPHIC DESIGNER**, November 2019–Present

- Independently design and present promotional materials, including animations, for use in paid and organic social media campaigns
- Art direct clothing laydown shoots for social media on a monthly basis
- Develop landing page templates and select product images for use on the website while managing release of site content to developers
- Assist in other digital design tasks as needed including email design and creation of supporting assets for new store openings
- Train new associate designers in relevant processes

**ASSOCIATE DIGITAL GRAPHIC DESIGNER**, September 2017–November 2019

- Collaborate with the web team to create landing page designs, promotional assets, and email designs with a consistent brand aesthetic
- Support development of imagery and animations to promote products on social media platforms including Facebook, Instagram, and Pinterest

*InCrowd Inc., Boston, MA, January 2017–September 2017*

**CONTRACT GRAPHIC DESIGNER**

- Collaborate with key stakeholders and subject matter experts to conceptualize and execute designs
- Create content marketing collateral, including HTML emails, white papers, social media content, and infographics
- Develop data visualizations and PowerPoints based on interpretations of raw data and blog content

*TJX Companies, Framingham, MA, March 2017–July 2017*

**CONTRACT E-COMMERCE GRAPHIC DESIGNER**

- Executed design concepts for interactive projects including desktop and mobile homepages, emails, landing pages, and associated digital assets
- Demonstrated excellent understanding of the TJX design aesthetic and digital usability as well as high design taste level

*Eyeworm Designs (Freelance), March 2014–Present*

**GRAPHIC DESIGNER & ILLUSTRATOR**

- Implement advanced knowledge of Adobe Creative Suite software to complete a wide variety of design projects
- Conceptualize and produce corporate identity and promotional material including logos, brochures, packaging, and PowerPoints
- Work independently to meet client deadlines and specifications

## EDUCATION

*Dartmouth College, Hanover, NH, 2010–2014*

**BACHELOR OF ARTS (B.A.) IN STUDIO ART WITH HONORS, GPA: 3.67**

- Wolfenden Fine Arts Prize
- Citations in Painting 1, Painting 3, & 2D Animation
- National Merit Scholar

## SKILLS

Photoshop  
Illustrator  
InDesign  
After Effects  
InVision  
Ceros  
WiX  
Basic HTML/CSS  
Art Direction  
Microsoft Office  
Painting & Illustration

