



LINDSAY PRICE

GRAPHIC AND WEB DESIGNER

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ellpeadesigns.com

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LOCATION:

Based in Birmingham, AL

PROJECT EXPERIENCE:

Concepting
Website Design + Prototyping
User Interface Design
Data Visualization
Branding + Brand Identity
Marketing Collateral Direction + Design
Art Direction
Team Management
Client Presentations

TECHNICAL SKILLS:

Adobe Creative Cloud
XD Photoshop
InDesign Lightroom
Illustrator Dreamweaver
Figma Sketch
HTML/CSS Microsoft Word
JavaScript Microsoft PPT
Visual Studio Code Keynote
Git Asana

CERTIFICATIONS:

Covalence.io Full Stack Bootcamp
• Front end + JavaScript

EDUCATION:

University of Montevallo
August 2012 - May 2016
Bachelor of Arts • Fine Art
• Graphic Design
Minor - Deaf Studies

ORGANIZATIONS:

AIGA Birmingham
OnBoard Birmingham, 2018
Delta Sigma Theta Sorority, Inc.
SkillsUSA Alumni

PROFILE SUMMARY:

Accomplished designer with nearly a decade of experience, adept at overseeing end-to-end design processes. Proven success in managing teams and collaborating with freelancers. Expertise in branding and marketing with a track record of adapting to diverse challenges. Notable achievements include leading an award-winning social media campaign for Jefferson County Sheriff's Office and driving significant revenue growth at Kay Outlet through impactful email designs..

PROFESSIONAL EXPERIENCE:

Graphic & Web Design Contractor

Robert Half • August 2021 - Present // Creative Circle • June 2021 - Present

- Collaborate with cross-functional teams at various stages of the design process to ensure the successful delivery of final projects.
- Revamp and conceptualize app interface portals and website pages.
- Create impactful designs for various communications, enhancing client outreach through email campaigns, social media, and digital ads to both B2B and B2C audiences.
- Transform concepts and visions into practical design solutions.
- Proficiently adapt to - and align with - diverse team processes, delivering tailored design support to ensure optimal collaboration and project outcomes.

EllPea Designs

Freelance Digital Designer & Artist • June 2013 - Present

- Efficiently coordinate multiple clients and projects concurrently, demonstrating strong multitasking abilities.
- Cultivate compelling brand identities for small businesses, providing comprehensive education on brand treatment.
- Spearhead the end-to-end design process for client materials, encompassing social media flyers, website designs, brochures, apparel designs, and traditional artworks.
- Craft polished and effective websites and social media feeds to fortify client brands and bolster their online presence.

Signet Jewelers

Digital Designer, KAY/KAY Outlet • June 2022 - July 2023

- Designed engaging B2C email campaigns to encourage buyers, increase viewer engagement and drive traffic to the company website.
- Created visually appealing social media posts to attract and retain followers, fostering brand loyalty.
- Developed eye-catching web ads to promote products and services, contributing to increased website traffic.
- Instrumental in increasing company revenue by over \$100k in a one month period through effective email designs for KAY Outlet.
- Collaborated with marketing and content teams to ensure consistent brand representation and messaging.

Wilbron, Inc.

Lead Graphic Designer, Public Relations and Advertising Agency • Jan 2016 - March 2021

- Executed visual UI/UX design interfaces for a range of clients, overseeing client materials and ensuring accurate UX prototyping for freelance developers.
- Managed projects and provided creative direction for creative department interns and apprentices.
- Introduced innovative design processes to enhance creative workflows and streamline the client-to-designer pipeline ultimately reducing production time by roughly 35%.
- Oversaw design coordination with external partners and freelancers, spanning websites, out-of-home (OOH) advertisements, step-and-repeats, and trade-show setups.
- Transformed intricate data into visually captivating designs for company documents such as annual reports, brochures, and infographics.
- Led an award-winning social media strategy campaign for Jefferson County Sheriff's Metro Area Crime Center, resulting in an impressive 1100% increase in Facebook followers within just 60 days.

ACCOLADES:

MarCom Awards Platinum, *City of Birmingham, Freedom Fest BHM, 2019*
MarCom Awards Gold, *INROADS, Inc., Visiones Campaign Design, 2018*
MarCom Awards Honorable Mention, *GEAR Up Birmingham, Logo Design, 2018*