

Lindsey Bower

lindseybower888.blogspot.com | 570.772.8635 | ldesign888@gmail.com

objective

Mid level graphic designer with expertise in creative design, illustration, and trend research. Recognized for successfully completing projects on time and with accuracy. Currently seeking a junior art director position.

experience

Product Designer American Greetings Cleveland, OH, 2004-2009

Responsible for the initial concepts, design, graphics production and art direction of gift packaging products and accessories.

- Lead designer responsible for the creative direction of all Target sales and everyday gift packaging. Efforts resulted in American Greetings productivity in Target increasing by 2 million dollars in 2008.
- Responsible for the creation of original art, surface design pattern and manipulation, or enhancement of existing artwork.
- Led department's trend research focused on trend tracking and application of trends to product.

Graphic Designer

Responsible for graphics production of finished greeting cards as dictated by supervisor. Production requirements were for 40-50 cards per month.

Graphic Designer Giant Eagle Corporation Pittsburgh, PA, 2004

Creation of collateral for in store promotions, seasonal print advertisements, and logo designs. Assisted in concept and design of new store prototype.

freelance

Pride of Cleveland Scooters Cleveland, OH, 2006-current

Projects included seasonal advertisements, exterior store signage, and fashion apparel.

Brigade Clothing Cleveland, OH, 2006

Created brand strategy for new retail concept. Materials designed included all store signage, apparel, and corporate identity collateral.

Jester's Court Tattoo Pittsburgh, PA, 2005

Created individual brand strategy's for each employee. Materials designed included store signage, business cards, and postcards.

education

Art Institute of Pittsburgh Pittsburgh, PA, 2000-2004

Bachelor of Science Degree in Graphic Design

technology

Expertise with Creative Suite CS4 (Photoshop, In Design, and Illustrator)
Freehand MX, Microsoft Office, Quark X Press

References Available Upon Request