

# Lindsey Bower

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## 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