

Lindsay Nelson

WEB & GRAPHIC DESIGNER

Education

CERTIFICATE in
WEB DESIGN & MULTIMEDIA
Bucks County Community College
Newtown, PA
May 2010

BACHELOR OF ARTS in
COMMUNICATIVE DISORDERS
West Chester University of Pennsylvania
West Chester, PA
August 2007

Skills

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Dreamweaver
Adobe Fireworks
Adobe Flash

HTML5
CSS3
PHP

JavaScript
ActionScript

WordPress

Microsoft Office

Windows & Mac

Contact

lindsay@lmandesign.com
267.229.6290
lmandesign.com

Design Experience

OWNER/WEB & GRAPHIC DESIGNER
LMN Design, Langhorne, PA
August 2010 – Present

Services include original design and development of HTML and/or WordPress websites, design and development of graphic emails, design of marketing collateral including brochures, sales sheets, direct mail pieces, and business cards, creation of Flash animations, Google analytics reporting, SEO, and setup and management of web hosting services for clients from a range of industries.

CONTRACTOR GRAPHIC DESIGNER
Timmons & Company, Jamison, PA
August 2015 – May 2017

Contractor for B2B advertising agency. Responsibilities include design of websites, graphic emails, social media graphics, white papers, infographics, tradeshow displays, catalogs, logos, and PowerPoint templates.

CONTRACTOR WEB DESIGNER
Voya Financial (via Aquent), West Chester, PA
June – August 2014

Contractor web designer at Voya Financial. Involved in re-branding efforts (from ING to Voya). Responsible for web development and cross-browser compatibility testing of re-designed microsities - HTML, CSS and JavaScript.

MANAGER E-MEDIA SERVICES
SmartMark Communications, LLC, Newtown, PA
March 2011 – June 2013

Responsibilities:

- Designed and developed client websites utilizing Dreamweaver and/or WordPress
- Designed and developed graphic emails for cross-client compatibility
- Created print pieces including advertisements, direct mail, brochures, and business cards
- Created large-scale print pieces for trade shows, billboards and transit advertising
- Designed and developed Flash animations for banner advertising
- Edited audio/video and converted to optimal file formats for web use
- Provided creative direction to other members of the design team and oversaw progress
- Communicated directly with printers, media buyers and advertisers
- Managed web hosting, email hosting, internal data storage, and cloud services
- Reviewed designer candidate resumes and conducted interviews