

# Lindsey Tate

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## SKILLS

*Adobe Creative Suite*

*Art Direction*

*Graphic Design*

*Typography*

*Creative Concepting*

*Photo + Video Direction*

*Branding*

*Digital + Web*

*Social Media*

*360 Marketing Campaigns*

*UX Design*

*Packaging*

## EDUCATION

*Purchase College, SUNY*

*Conservatory of Art+Design*

*BFA Graphic Design*

## EXPERIENCE

### Glowoasis, Art Director

December 2021 - present

Lead of creative team, reporting directly to company founders

- Spearheaded a rebrand to implement a completely new brand aesthetic
- Enforce brand consistency and expectations to external partners: social media agency, production teams for shoots, packaging team in Korea, internal team members, etc.
- Strategize, plan, and execute all photoshoots and video shoots
- Management of two graphic designers
- Lead strategic initiatives: website design, packaging and launch campaigns for new products, visual experience creation and display assets for tradeshow and special events
- Work cross functionally to implement efficient workflows and collaboration
- Impacted success metrics: higher email revenue, increased paid ad and social media engagement, growth in ecomm sales on website and Amazon

### Maesa, Senior Graphic Designer

January 2020 - December 2021

Maintained brand standards for several beauty, cosmetics, and personal care brands in the digital and retail space

- Created innovative ways to maintain digital presence with the influence of brand and design consistency, social media management, and additional marketing stakeholders
- Produced content that included the products, mission-driven copy, and/or influencer imagery
- Designed websites for three brands
- Regularly maintained social channels for up to 4 brands
- Developed concepts and executed in-store displays, paid content, and digital displays
- Contributed to concepts for photoshoots, and occasionally directed photoshoots

### Lancome, Senior Digital/eComm Designer

January 2019 - January 2020

Crucial part in maintaining brand standards on e-comm channels

- Worked with the media team to develop strategy and design for email marketing
- Collaborated with the website team to develop and improve digital user experiences such as GWP and product launches
- Optimized website product photography and display

### Avon, Digital Designer

December 2015 - January 2019

Worked with marketing and merchandising teams to create dynamic and interesting visual solutions that brought the brand into the modern era.

- Worked with marketing and merchandising teams to create dynamic visual solutions for email, site, and social channels
- Lead and art directed digital specific photography
- Oversaw design and execution of several special promotional events: Black Friday, Holiday, Seasonal, Mother's Day

### Alex and Ani, Freelance Graphic Designer

April 2014 - December 2015

Crucial part of developing and maintaining brand standards for campaigns and promotions.

- Spearheaded branding and design for digital campaigns and promotions
- Contributed to design assets for email, website, social, paid media
- Responsible for compiling feedback from multiple departments & executing on a mutual vision
- Determined photography needs and oversaw process of from concept to completion and post production

