

LINDSAY GOLDNER

VISUAL & BRAND
DESIGNER

NOFONTSGIVEN.CO
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EXPERIENCE

NO FONTS GIVEN CO | OWNER, DESIGNER
2011-PRESENT | PORTLAND, OR

- Strategically created design and branding projects through effective remote communication, project management, in-depth research, branding, layout, and art direction.
- Collaborated and created lasting relationships with developers, photographers, and other outside vendors to ensure profitable and successful outcomes.
- Contracted as in-house designer at various agencies, requiring flexibility and attention to detail. Projects included: campaign posters for Nike, Columbia pop-up environmental graphic design, icon and site design for Google Cloud, social media design for the CW network, and political campaign design and collateral development.

NOTEWORTHY PROJECTS

- *Moxey's Mints* – full website redesign and development, including UX wireframes and customer journey mapping, executed in less than 2 weeks' time.
- *The Sprouting Image* – designed a complete rebrand and a cohesive web presence, leading to a 200%+ expansion in business and additional services development.
- *The Wordshops* – spearheaded art direction, branding, and layout design for an intensive online copywriting course, driving \$10,000+ in initial launch sales.

EDELMAN PR | JUNIOR DESIGNER
2014-2015 | LOS ANGELES, CA

- Art directed and implemented campaign concept for Shell, ultimately winning Edelman a multi-million dollar retainer.
- Initiated strategic rebrand for Renova Therapeutics, who raised \$7.5 million in funding less than 6 months later.
- Conceptualized, pitched, and designed marketing and social media graphics for over 30 agency clients.

SKILLS & SOFTWARE

Adobe CC	Infographics
Illustrator	Icon Design
Photoshop	Pattern Design
InDesign	Mailchimp
WordPress	HTML/CSS
Squarespace	Copywriting
Shopify	Copyediting
Typography	Art Direction
Sketch	Illustration
InVision	

CLIENTS

Google	Sunkist
Nike	Barbie
Columbia	Volkswagen
Popsockets	Starz
Petco	

EDUCATION

University of California, Berkeley
Class of 2010

CONTINUING EDUCATION

- IDEO Human-Centered Design
- Skillshare
- Make Art That Sells
- Type Ed
- LA Valley College