



# TAYLOR LINDQUIST

## GRAPHIC DESIGNER

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### WHAT IS MY DEAL?

Experienced designer looking to utilize abilities in brand development & marketing strategy. A dedicated team member & passionate artist at heart. Seeking a hybrid, remote, or in-office role.

### WHAT CAN I DO?

#### KEY SKILLS:

- Content creation
- Presentations
- Leadership
- Logo & branding
- Photography
- Email design
- Adaptability
- Apparel artwork
- Iconography
- Video editing
- Package design
- Collaboration
- Marketing collateral
- Merchandise design
- Project management
- Promotional ads

#### PROGRAM EXPERIENCE:

**Adobe Creative Cloud** - Illustrator, InDesign, Photoshop, Premiere Pro, Lightroom, Sketch

**Microsoft Office Suite** - Word, PowerPoint, OneNote, Outlook, certification in Excel 2016

**Other** - Figma, Canva, G Suite, Wordpress, Asana, Procreate, Instagram / Facebook / TikTok

### WHAT HAVE I BEEN UP TO?

#### MARKETING DESIGN SPECIALIST

Roadpass Digital (Remote)

Jul, 2022 - Present

- Digital ad creation, content visuals, promotional banners, infographics, iconography, & other forms of visual storytelling
- Lead in aesthetic direction of marketing campaigns that reflect different brand personalities & elevate the user experience
- Work in partnership with cross-functional team members
- Manage relationships with several coordinators by providing event-specific promo assets for heightened brand awareness

#### DESIGN CONSULTANT

Independent (St. Louis, MO)

Dec, 2019 - Present

- Freelance design work specializing in logo design, branding & promotional work for local restaurants, shops, & entrepreneurs
- Photography work & photo editing for portraits & events
- Merchandise & additional artwork for local musicians
- Social media work for local restaurants & businesses

#### GRAPHIC DESIGNER

ClearSpend (Remote)

Jan, 2022 - Jun, 2022

- Conceptualize, design & implement creative projects on time & within budget, including both print & digital work
- Designed several converting web display advertisements, including social media posts & assets
- Website design work, including product mockups, custom illustrations, iconography, & UI page design
- Presentation design & infographic creation for internal use

#### GRAPHIC DESIGNER

Jaycox Brands (Fenton, MO)

Jan, 2021 - Oct, 2021

- Produce graphics & visual materials for several national brands
- Daily social media content creation & management for clients
- Create & maintain specific brand guidelines across several partnerships, as well as branded promotional materials
- Design work for a multi-million dollar vitamin & wellness company, including brand development & package design

#### LEAD DESIGNER

Ellem, Inc. (St. Louis, MO)

Nov, 2019 - Jan, 2021

- Logo design & brand identity development for several products
- Company advertisement materials for social media
- Design consultant for various projects & design-related inquiries, including web design & copy editing work

### WHERE DID I GO?

#### UNIVERSITY OF MISSOURI - COLUMBIA

Art, Emphasis in Graphic Design

(Columbia, MO)

Aug, 2017 - May, 2020

### WHO DO I KNOW?

References & Additional Work Examples Available Upon Request