

lindsay brett ☺

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EDUCATION

STATE UNIVERSITY OF NEW YORK AT NEW PALTZ

BFA GRAPHIC DESIGN

September 2013 – May 2017

DUNCAN OF JORDANSTONE COLLEGE OF ART AND DESIGN, SCOTLAND

STUDY ABROAD

January 2016 – May 2016

SKILLS

- Illustration
- Brand identity
- Product and merch design
- Packaging design
- Presenting ideas and decks
- Realistic product renderings
- Working within budget
- Communication across teams
- Analytic thinking

PROGRAMS

Adobe CC: InDesign, Illustrator, Photoshop, After Effects, Acrobat, Bridge

Apple: FinalCut, iMovie

Microsoft: Word, Excel, Publisher, PowerPoint

Google: Sheets, Slides, Calendar, Forms

Other: Figma, Basic HTML/CSS,

InVision, Sketch

EXPERIENCE

HARPER + SCOTT | AUGUST 2019 – PRESENT

SENIOR GRAPHIC DESIGNER | NEW YORK, NY

- Design promotional products and branded merchandise
- Ownership over Liquor/Spirits + Cannabis industry vertical
- Lead, art direct, and manage myself and junior designers on both quick-turn assignments and multi-level long term projects
- Research and conceptualize art directions, draft trend reports
- Design brand identities for capsule collections and private label brands
- Curate and present design pitches to clients
- Follow strict client brand guidelines and design within limitations
- Custom illustration and hand-lettering
- Build technical specs, art files, and dieline files
- Packaging design – mailer design and product packaging
- Work with a variety of brands: Diageo, Bacardi, Cresco, Curaleaf, Pernod Ricard, Netflix, Ulta, Tim Hortons, Burger King, Amazon Video, BET, The Honest Company, Carnival Cruise, 818, Babybel, and more.

LINDSAY BRETT | JANUARY 2019 – PRESENT

FREELANCE DESIGNER + ILLUSTRATOR | BROOKLYN, NY

- Work on a variety of freelance projects ranging from brand identity, apparel design, social media/printed flyers, podcast cover art, and more.
- Balance freelance schedule with life and work calendar

OURFOOD.NYC | AUGUST 2020 – MAY 2022

FREELANCE DESIGNER + VOLUNTEER | BROOKLYN, NY

- Designed brand identity for the Brooklyn mutual aid organization
- Created social media posts centered around events, call for volunteers, and general organizational updates
- Produced printed assets such as flyers, pamphlets, and merchandise
- Coordinated a weekly food distribution in Brooklyn by conducting communication between the food source and volunteers to unpack, organize, and distribute over 150 cases of food to community members

GENEVA HOME FASHION | SEPTEMBER 2017 – AUGUST 2019

PACKAGING DESIGNER | NEW YORK, NY

- Designed brand identities for clients for home goods product lines
- Created dieline files for home fashion packaging
- Provided creative design solutions for packaging
- Drafted conceptual ideas for potential displays
- Directed photo studios on how to shoot bed sets/bath sets
- Edited, adjusted, and color corrected photography
- Consistently managed multiple projects
- Worked with Kohl's, TJ Maxx, Ross, and Burlington