

LINDSAY KELLY

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Ottawa, Ontario, Canada

SUMMARY /

Dynamic and collaborative Creative Director/Graphic Designer with 14+ years of leading projects and driving strategic creative innovations. Expertise in graphic design, art direction, brand identity, and using creativity to grow brands and engage audiences. Passionate about applying inventive approaches and creative thinking to realize visions, and increase brand awareness.

CORE SKILLS /

Idea Generation & Concepts

Specializing in idea generation, concept development, and creative strategies that forge strong visual communications and experiences, adaptable across various channels.

Art Direction & Graphic Design

Extensive experience in crafting visual languages and design systems for a wide range of digital and print media. Skilled in guiding and mentoring graphic designers, motion designers, video editors, developers, illustrators, and photographers towards creative excellence.

Communication

A confident and articulate verbal communicator, skilled in presenting to clients, executives, board members, pitching for new business, and leading small teams to success. Demonstrated effectiveness in communicating for strong connections to project outcomes to continuously refine and elevate future deliverables.

Software

Adobe Creative Suite (Illustrator, InDesign, Photoshop, Premiere Pro, After Effects), Figma

Additional Skills & Abilities

Creative Strategy, Brand Design & Development, Digital Marketing, Website & Content Strategy, Project & Asset Management, Copywriting & Editing, Web Design (HTML & CSS + WordPress), UI/UX Design, Email Marketing, Packaging Design, Print Production, Voice Acting, Video Production & Editing, Bilingual - English & French

EDUCATION /

Business Communications University of Waterloo
2014 - 2018

Advanced Graphic Design Diploma Georgian College
2007 - 2010

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT /

BrandingNow Future London Academy
03.2023

Foundations of User Experience Google
10.2022

Creative Operations Future London Academy
03.2022

FREELANCE EXPERIENCE /

Graphic Designer/Art Director/Creative Director

LCK Designs

04.2010 - PRESENT

- Providing art direction, graphic design, and brand design/development, for a range of organizations, individuals, and brands

Selection of Clients

Carbide | Resonance | triOS College | TealBook | SpaceNorth
GTM Systems | Geeks2Meats | WorkLife Carpentry | Stock Marketing Inc.
DiRoNA

PERMANENT EXPERIENCE /

Multimedia Communications Specialist

Tourism Industry Association of Canada

10.2023 - PRESENT

- Visual storyteller and brand manager of communications with Members, Advocacy, Events, and Business Development

Creative Director

Knak

08.2022 - 07.2023

- Set and executed strategic creative direction and brand strategy
- Built and guided a diverse creative team, improving project efficiency through clear KPIs and SOPs
- Fostered team synergy to enhance campaign outcomes, increasing collaboration by 150% and web traffic by 210%

Associate Creative Director, Digital Marketing

Herjavec Group/Cyderes

03.2022 - 08.2022

- Led digital campaigns with strategic design and content oversight
- Directed Cyderes website creation with innovative strategies
- Mentored contractors and designers, promoting collaboration

Senior Multimedia Designer

01.2021 - 03.2022

Graphic Designer/Production Artist

Instant Brands

02.2019 - 01.2021

- Maintained consistent, compelling visual identity across media
- Directed remote photography and designed packaging for improved unboxing
- Executed multimedia strategies for launches, adhering to brand standards

Senior Graphic Designer and Brand Ambassador

Inbox Marketer

05.2015 - 01.2019

- Managed complex email campaigns for major clients, focusing on concept and layout
- Boosted engagement with visual onboarding materials and SOPs
- Led digital content creation for email marketing, showcasing creativity

Graphic Designer

Nemcor Inc.

03.2011 - 05.2015

- Designed textiles and packaging for NHL, Disney/Pixar, LucasArts
- Created on-brand art from style guides
- Directed e-commerce art with photography, editing
- Ensured quality and maintained supplier relations

