LINDSEY RUTTER
graphic designer

330-730-7205
lindseyfrutter@gmail.com
lindseyrutter.com

EXPERIENCE

NetJets–Columbus, Ohio
Senior Visual Designer
February 2016–Currently

Lindsey Rutter Graphic Design–Columbus, Ohio
Freelance Graphic Designer
2009–Currently

treetree–Columbus, Ohio
Graphic Designer
August 2013–February 2016

Collaborated with designers, copywriters and marketing professionals to design print and digital communications for local and national retail, insurance, financial and healthcare clients, as well as small businesses and non-profit organizations. Concepted, created and designed identity systems, campaigns, new business pitch materials, credit card designs, brand guidelines, packaging, event design, websites and other advertising media.

Abercrombie and Fitch – New Albany, Ohio
Interactive Designer
January 2013–August 2013

Worked with the digital marketing team to conceptualize and create product, promotional and editorial emails for Hollister. Executed seasonal and promotional updates and banner ads for Hollister's website and social media platforms.

Ologie – Columbus, Ohio
Graphic Designer
August 2010–November 2012

Conceptualized, created, and executed—identity systems, brand guidelines, viewbooks, packaging, point of sale, event design, PowerPoint presentations, email campaigns, and websites—with writers, designers, and strategists. Clients were in retail, higher education, non-profit, and health care industries. Worked with account team and interacted directly with clients to make revisions based on clients' needs and goals. Collaborated with production designers and printers to get specs, proof work, prep files and complete press checks.

WhiteSpace Creative – Akron, Ohio
Graphic Designer
August 2009–July 2010

Worked on WhiteSpace's American Greetings team; followed creative direction guided by American Greetings card planners. Aided in meeting the weekly deadline of card production. Learned and became proficient in a wide range of printing processes, finishings and embellishments.

EDUCATION

Bowling Green State University–Bowling Green, Ohio
Bachelors of Fine Arts in Graphic Design, Minor in Marketing

SKILLS

InDesign, Illustrator, Photoshop, HTML, CSS, Word, Excel, PowerPoint, Keynote, silk screen and letterpress printing, illustration, branding, concepting, UX/UI design, Event Activation

RECOGNITION

2015
CSCA Creative Best Award of Merit, Paint Can Wall

2014
CSCA Best of Category Poster, Work, Bike, Balance

2013
CSCA Award of Excellence, CCAD Admission Campaign

2012
Gold ADDY, Brochure four-color, CCAD Viewbook

Gold ADDY, Brochure Campaign, CCAD Admission Collateral

Gold ADDY, Public Service Brochure/Sales Kit, DTFA Development Kit

2011
CSCA Creative Best Award of Merit, Entwine