



LINDSAY
HALE

graphic designer



EXPERTISE

Logo Development
Identity Packages
Campaign Development
Print Advertising
Digital Advertising
Programs & Invitations
T-Shirt Design
Merchandise Packaging
Stationary
Front End Web Design
Illustrations
Photo Retouching
Publication Layouts



TOOLS

Creative Suite:

InDesign | Illustrator | Photoshop
XD | Acrobat Pro DC

Microsoft:

Word | Excel | PowerPoint

Other:

WordPress | Canon Rebel XSi



AWARDS

2019 ADDY Award

Silver

CCG Medicare Marketing Campaign

2019 ADDY Award

Silver

CCG Crawfish Boil Poster



ABOUT ME

Highly Organized | Detail Oriented
Quick Learner | Team Player | Optimistic
Phone: 256.654.0996
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Website: lindsayhalecreative.com



EDUCATION

BFA in Graphic Design
Samford University | Birmingham, Alabama
Graduation Date: December 2011



EXPERIENCE

SENIOR ART DIRECTOR | CUMMINGS CREATIVE GROUP

JANUARY 2016 - PRESENT

Creating design solutions for a wide variety of clients from medicare to banking to industrial supplies. Developing brand identities, creative ideas and concepts based off of information presented from Creative Briefs or meeting notes. Designing websites, digital and print campaigns and/or individual projects. Thinking creatively to produce new ideas and concepts. Collaborating with the interactive team on websites from creation to completion. Meeting with clients to discuss the requirements and concepts of the job. Helping create time estimates on projects. Managing project prioritization, assisting with team issues, and team member skill mentoring. Lead design strategy conversations with other departments to ensure all deliverables are properly planned, assigned, and completed.

FREELANCE DESIGNER

DECEMBER 2011 - PRESENT

Working on various projects with clients such as: State Traditions, Cade Crenshaw & Associates P.C., CommerceOne Bank, ALG Energy Services, Havercamp Licensed Gear, Jeffery L. Dummier LLC, Volunteer Lawyers Birmingham, 2b Photography, GameGorilla, Shearer & Associates, Mountain Brook, Phenix, & Columbiana Cities, Ingenuity Inc., Junior Achievement and more.

GRAPHIC DESIGNER | BIRMINGHAM BUSINESS JOURNAL

FEBRUARY 2014 - JANUARY 2016

Maintaining a unique visual identity for a weekly print & digital newspaper. Creating print, web, mobile, tablet & email advertisements for clients as necessary. Creating ads & collateral for upcoming local events through the BBJ.

ART DIRECTOR | HARE COMMUNICATIONS

MARCH 2012 - FEBRUARY 2014

Creating media for various clients. Projects included logo designs, company branding, print advertising, email advertising, banner ads, website layouts, invitations, CD layouts, brochures, folders, buckslips and more.

INTERIM ART DIRECTOR | HARE COMMUNICATIONS

JULY 2011 - SEPTEMBER 2011

Managing all creative content during a maternity leave.

GRAPHIC DESIGN INTERN | HARE COMMUNICATIONS

MAY 2011 - JULY 2011

Working with the current Art Director on various projects while learning the ins and outs of becoming a designer in an advertising agency.



References are available upon request.