

# Lindsay Witte

*Get in touch*

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lindsaywitte.com

## Software

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Adobe Creative Suite  
Figma  
Sketch  
After Effects  
Light HTML/CSS

## Skills

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Effective Communication  
Team Management  
Quick Problem Solver  
UX/UI

## Interests

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Coffee Shops  
Traveling  
Gourmet Makes  
Trixie & Katya

Creative, intuitive, and results-driven designer developing impactful visual solutions for global brands. Experienced in designing email campaigns, social media posts, website layouts, and print collateral materials. Strong collaboration and presentation skills with the ability to bring ideas to life.

## Experience

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### Havas CX, Designer 2021-2023

- Designed global email campaigns for Google and Fitbit, resulting in increased engagement and conversion rates.
- Updated existing designs for Liberty Mutual renewal and new car buyer campaigns, contributing to the acquisition of new customers.
- Created visuals for the 2024 Fitbit Campaign playbook, aligning with brand guidelines and marketing objectives.
- Presented final designs to stakeholders, ensuring total alignment with brand strategy and objectives.

### United Collab, Designer 2021

- Designed monthly social media posts for various brands, maintaining a consistent and engaging visual identity.
- Created website designs from wireframes to full mockups, ensuring a user-friendly and aesthetically pleasing online experience.
- Collaborated with fellow designers on revamping social media assets for various brands and products, enhancing brand presence.

### Freelance Designer 2013-Present

- Met with clients to determine the scope of projects and understand their design needs.
- Utilized digital illustration, photo editing software, and layout software to create visually appealing designs.
- Presented design concepts to clients, incorporating feedback to deliver customized and effective solutions.

## Education

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### 2018-2021

- Interactive Design and Web Development, The Creative Circus

### 2010-2014

- Advertising Art Directions, BFA  
Columbia College Chicago