



LYNDIE WILKES CREATIVE
PORTFOLIO LYNDIEDESIGNS.COM

CONTACT INFORMATION
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CREATIVE EXPERIENCE

With decades of professional experience, I can provide your company with the following skills needed for your creative opening: I am accustomed to working with a large variety of national and international clients, I can adapt easily to any working environment. I have a BFA in visual communications from the University of Oklahoma.

I have a well-rounded portfolio that demonstrates my command of conceptual design and branding. I am able to efficiently make use of my time by multi-tasking, as well as, jumping from one project to the next effortlessly. I have experienced the fast paced world of agencies and can easily navigate around changing demands & deadlines with a pleasant attitude.

Senior level skills include: expert knowledge of Adobe CCS (InDesign, Illustrator and Photoshop), excellent command of design principles including typography, balance, color, and hierarchy of information. I enjoy contributing conceptual ideas that inspire, inform, captivate consumers and drive results. I can lead, develop ideas with a broad team, adhere to deadlines and workflow processes.

INDUSTRY EXPERIENCE:

Banking & Credit Card, High-Tech, Healthcare, Hospitality, Pharmaceutical, Retail Packaging (CPG design, adaptation), and Telecommunications.

EDUCATION

University of Oklahoma Norman, Oklahoma
Bachelors of Fine Arts, Visual Communication

PROFESSIONAL EXPERIENCE

LYNDIE DESIGNS

Creative Director

Irving, TX

CURRENT POSITION — CONTRACT FREELANCE ON & OFF SITE

BCBSTX

Onsite contractor—Senior Graphic Designer

Richardson, TX

Responsibilities included: Overseeing all collateral projects, from design to delivery.

HEALTHCARE

PETMATE

Onsite contractor—Senior Packaging Designer

Arlington, TX

Responsibilities included: Managing and developing packaging design projects and POP items, from conception to delivery. Designing original pieces, including dielines, photography, illustrations and infographics. Creating relevant digital assets for various projects. Mentoring and reviewing junior designers' work to ensure high quality. Working with overseas manufacturing vendors.

PET CONSUMER PACKAGING GOODS

WUNDERMAN DC

Senior Art Director

Washington, DC

Responsibilities included: Creation of retention programs to reduce the number of customer defections by retaining as many customers as possible, through customer loyalty and brand loyalty initiatives. Developed acquisition systems to manage prospects and inquiries that were generated by a variety of marketing techniques and analytics.

PHARMACEUTICAL CLIENTS

RAPP COLLINS WORLDWIDE

Senior Art Director

Dallas, Texas

Responsibilities included: Overseeing direct marketing collateral projects, including concepting, designing, illustrations (infographics as needed) photoshoots, casting, location scouting and photo retouching.

HOSPITALITY & TELECOM CLIENTS

OGILVY & MATHER

Art Director

Dallas, Texas

Responsibilities included: Concepting and designing various client collateral.

TELECOMMUNICATIONS CLIENTS

THE ASSOCIATES ADVERTISING AGENCY

Art Director

Dallas, Texas

Responsibilities included: Concepting and designing various client collateral.

FINANCIAL BANKING & CREDIT CARD CLIENTS

JOLLY DESIGN

Designer

Austin, Texas

Responsibilities included: Client estimate creation, invoicing, archiving and scheduling management. Designing various collateral components.

HIGH-TECH CLIENTS