

LYNNEA SMITH

SENIOR GRAPHIC DESIGNER

CONTACT

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 lynneamariesmith.com

 317-652-6223

SKILLS

HARD SKILLS SOFT SKILLS

InDesign	Creativity
Photoshop	Collaboration
Illustrator	Communication
After Effects	Organization
Articulate/Rise	Leadership
Microsoft Office	Problem Solving
G Suite	Flexibility/Adaptability

DESIGN SKILLS

Editorial Design	Presentation Design
Marketing Campaigns	Motion Graphic Design
Branding	E-learning
Advertising Design	Infographics
Event Signage	Journey Mapping
Photography	Workbook Design
Brochure Design	Interactive Documents

EDUCATION

B.A. VISUAL COMMUNICATIONS

Ball State University | 2007 - 2011

PROFESSIONAL EXPERIENCE

VISUAL COMMUNICATIONS CONSULTANT LEAD

Blue Beyond Consulting | 2019 - Present

Strategic creative role collaborating across teams and clients to enhance visual communication solutions for diverse organizations, from global Fortune 500 companies to higher education organizations to nonprofits, focusing on organizational culture, internal communications, talent strategy, and change management.

Responsible for leading and driving the creative strategy for simultaneous workstreams, such as:

- **Purpose and values development** — Understand the current state, grasp the client's brand, develop and present 2-3 visual concepts, gather feedback from stakeholders, integrate revisions, finalize concepts, and oversee launch and material integration across all employee touchpoints.
- **Internal communications strategy and campaigns** — Understand audience and channels, develop creative concepts aligned with marketing campaign goals, and produce deliverables for various channels, including visually impactful PowerPoint decks, intranet banners, social graphics, teaser videos, interactive PDFs, infographics, and more.
- **Talent** — Develop engaging visual communications solutions for workstreams across HR including Employee Value Proposition, onboarding and employee experience journey maps, interactive PDF learning maps, talent management narrative and identity development, and more.
- **Video development and production** — Develop and produce internal and external videos, contributing to all aspects from script support and storyboarding to execution.

Additional responsibilities include:

- Providing guidance, thought partnership, and mentorship to other visual communication consultants to support their growth, learning, and development.
- Supporting marketing and business development efforts, including pitch deck design, social graphics, and video creation.

SENIOR DESIGNER

North American Retail Hardware Association | 2011 - 2019

Led a small creative team that designed a variety of in-house and client publications, advertising and marketing pieces, brochures, and printed and digital signage and logos.

- Guided all content development and vision for NRHA projects, including monthly publications *Hardware Retailing* and *Paint & Decorating Retailer*.
- Aided with the vision and design for custom publishing and special projects, including ads, brochures, eblasts and other types of marketing collateral for NRHA and a number of industry clients.
- Provided support and guidance to employees on time management, schedules, challenges and other daily operational issues.
- Professional development mentoring — Assisted direct reports in managing their own growth and careers, and completed and conducted performance reviews.