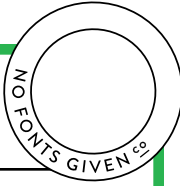


# LINDSAY GOLDNER



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## SKILLS + SOFTWARE

Logo & Identity Design | Art Direction | Illustration | Lettering | Adobe CC 2019 (Illustrator, Photoshop, InDesign) | Wordpress & Squarespace | Infographic & Icon Design | Print & Web Design | HTML & CSS | Copywriting | Copyediting | Sketch | Invision |

## PAST CLIENTS

Google | Popsockets | Petco | Sunkist | Barbie | Starz | Volkswagen | Ticketmaster | Mercury Insurance | This American Life | Farmer's Insurance | Emily Henderson (HGTV)

## EDUCATION

University of California, Berkeley - 2010

### Continuing Education:

- Skillshare
- Make Art That Sells
- Type Ed
- LA Valley College

## SUMMARY

Graphic designer and art director specializing in holistic branding solutions, illustration, and lettering, resulting in campaigns that exceeded 1 million impressions, multi-million dollar ad buys, and 200%+ growth in client businesses. Excels in innovative problem solving and collaboration in deadline-oriented environments.

## EXPERIENCE

### 2011-PRESENT | NO FONTS GIVEN CO | PORTLAND, OR BRAND DESIGNER, ART DIRECTOR, OWNER

Contributed to revenue growth exceeding \$500,000 for over 50 women- and minority-owned small businesses through branding and design services. Managed developers, copywriters, and other outside vendors to ensure profitable and effective outcomes.

#### • Noteworthy Projects:

- *Pop Fizz Sparkle* – created brand identity, web design, marketing collateral, and product designs for a millennial-focused shop; featured on BuzzFeed.
- *Human Impact Project* – transformed statistics into engaging infographics and marketing graphics for a grassroots activism campaign.
- *The Workshops* – spearheaded art direction, branding, and course design for an intensive online copywriting course, driving \$10,000+ in launch sales.

### 2014-2015 | EDELMAN PR | LOS ANGELES, CA JUNIOR DESIGNER

- Art directed and designed campaign concept for Shell, ultimately winning Edelman a multi-million dollar retainer.
- Implemented strategic rebrand for Renova Therapeutics, who raised \$7.5 million funding less than 6 months later.
- Conceptualized, researched, pitched, and designed social campaigns and experiential activations for over 30 agency clients.