

LINDSAY GOLDNER

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SUMMARY

Curious and collaborative graphic designer and art director with extensive experience in creating holistic brand identities, bold illustrations, and dynamic campaign concepts.

QUALIFICATIONS

Excels in innovative problem solving, thoughtful design solutions, and written and oral communication in deadline-oriented environments. Accomplished at creating out-of-the-box concepts and executing engaging visuals for campaigns and rebrands that exceeded 1 million impressions, multi-million dollar ad buys, and 200%+ growth in client businesses.

EXPERIENCE

2011-PRESENT | DESIGNER, ART DIRECTOR, OWNER

NO FONTS GIVEN CO | PORTLAND, OR

- Achieved revenue growth exceeding \$500,000 for women- and minority-owned small businesses through branding, design, art direction, and brand strategy.
- Managed developers, copywriters, and other outside vendors to ensure profitable and effective outcomes.
- Contracted with staffing services as in-house designer at various agencies, requiring flexibility and the ability to quickly grasp new concepts. Projects included icon and site design for Google Cloud, social media design for the CW network, and political campaign design and collateral development.

Noteworthy Projects:

- *The Sprouting Image* – transformed brand identity and created a cohesive web presence, leading to a 200%+ expansion in business and additional services development to meet demand.
- *The Wordshops* – spearheaded art direction, branding, and course design for an intensive online copywriting course, driving \$10,000+ in launch sales.
- *Pop Fizz Sparkle* – created brand identity, web design, print collateral, and product designs for a millennial-focused shop; featured on BuzzFeed.

2014-2015 | JUNIOR DESIGNER | EDELMAN PR |

LOS ANGELES, CA

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

SKILLS + SOFTWARE

Adobe CC 2019 (Illustrator, Photoshop, InDesign) • WordPress & Squarespace • Sketch • Invision • Infographic & Icon Design • Print & Web Design • HTML & CSS • Copywriting • Copyediting •

PAST CLIENTS

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

EDUCATION

University of California, Berkeley - 2010

Continuing Education:

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