



LINDSEY OBERTS

EDUCATION

Texas State University

- Bachelor of Fine Arts in Communication Design
- Summa Cum Laude

PROFESSIONAL EXPERIENCE

Senior Communication Designer | Salesforce

July 2019 – Present

- Create successful visual presentations, graphics and media that will communicate and appeal to a wide array of audiences
- Work with UX designers, Creative Strategists and account teams to help presenters organize complex information in simple ways to tell their stories to the world
- Define presentation objectives during the discovery process and decide which presentation formats and tools to use for the business challenge at hand
- Deconstruct complex information through simplification and abstraction for easier audience digestion
- Articulate a step-by-step approach for a final solution
- Design creative solutions with last minute creative direction and multiple rounds of edits
- Own the process of design from concept to completion and implement presentation standards that reflect the Salesforce brand
- Prioritize projects, communicate progress and deliver on time

Senior Graphic Designer | NFP

April 2016 – July 2019

- Design internal and external marketing collateral
- Mentor and art direct other members of the creative team
- Monitor brand usage both internally and externally to uphold brand standards
- Collaborate with the writing team and marketing managers on ideas and concepts for marketing and advertising pieces
- Pitch creative concepts to internal stakeholders
- Work with external vendors for printing and production needs
- Maintain all responsibilities listed under the Graphic Designer role below

Graphic Designer | NFP

May 2014 – April 2016

- Design corporate marketing materials including, but not limited to, brochures, fliers, invitations, event and trade show materials, print ads, long-format publications, e-mail templates, web banners, event landing pages, and website mock-ups
- Maintain brand standards across all projects
- Perform research and photo/image searches including photo retouching and color correction

PORTFOLIO



lindsey-oberts.squarespace.com

CONTACT



lindsey.oberts@icloud.com



281.734.2065

SKILLS SUMMARY



Personal / Professional Skills

- Attention to detail
- Visual presentation abilities
- Quality Craftsmanship
- Adept at learning software
- Self-motivated
- Work well in groups and individually
- Leadership attributes
- Open to new initiatives and processes
- Enjoy mentoring others



Software and Computer Skills

- Mac and PC
- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Adobe Acrobat
- Microsoft Word
- Microsoft Powerpoint

HOBBIES



Digital Supervisor + Graphic Designer | iHeart Media

February 2012 – April 2014

- Design sales collateral and digital banner ads (static and flash-based) for web platforms
- Create digital assets, infographics and packages for sales staff
- Assist promotions department in creating marketing pieces for events (posters, banners, print and web advertisements)
- Supervise and guide the design assistant
- Collaborate with sales team to devise unique solutions to meet client needs
- Liaison between the digital sales and digital promotions departments
- Assist in client integration for events that involve both sales and promotions
- Research and educate sales team on digital products and how to position them to their clients

Digital Sales Assistant + Graphic Designer | iHeart Media

January 2010 – February 2012

- Design mock-ups and digital banner ads (static and flash-based)
- Monitor and educate the sales team on digital inventory and pricing guidelines
- Design custom client presentations (Power Point templates, website mock-ups and related collateral)
- Run digital revenue reports
- Research digital advertising leads and send to their respective sales member or assign to someone on the sales team

Junior Graphic Designer | Marketing Matters

May 2009 – January 2010

- Assist lead designer with design projects including print, web, identity and outdoor
- Brainstorm creative solutions for clients and create mock-ups for client presentations
- Assist in company re-branding launch
- Manage vendors for printed material production

Graphic Design Intern | iHeart Media

January 2009 – May 2009

- Design web advertisements and landing pages for external clients
- Create identities and collateral materials to promote listener events and contests as well as in-house sales competitions
- Design media kits for each radio station brand, making sure all materials align their specific style and genre of music