

# Lindsay Mason

Graphic design professional with top-notch design skills with proven track record of quality products and on-time delivery. Extensive experience in both nonprofit and for-profit sectors. Highly motivated with strong communication and project management skills. Organized and meticulous with a passion for visual communication. Seeking a position in a company to utilize graphic, creative, and organizational skills to produce a quality product.



## CONTACT

[lindsaymason.com](http://lindsaymason.com)

## SKILLS

Extremely proficient in:

- Adobe Creative Cloud/ Creative Suite including: InDesign, Photoshop, Illustrator, and Acrobat.
- Microsoft Office.
- Web content management system platforms Kentico CMS and WordPress.
- Project management software RoboHead.
- Email marketing platform Constant Contact.
- Print production process.
- Mac and PC platforms.
- Editing and proofreading.

Working knowledge of:

- Dreamweaver, Flash, CSS, and QuarkXpress.
- Digital photography.

## PROFESSIONAL EXPERIENCE

### Marketing Graphic Designer

MDwise, Inc.

May 2011–November 2015

Indianapolis, IN

Designed and produced marketing materials and communications for nonprofit health care company that provides health insurance to vulnerable populations in Indiana.

- Redesigned and launched a mobile-friendly website, MDwise.org, using responsive design to enhance member experience. Incorporated results from member and provider usability studies to drive the website redevelopment. Redesigned site earned an Award of Merit distinction in the website category for a consumer audience in the Web Health Awards in 2013 and a Gold Award in the content management system category in 2015.
- Provided graphic design and marketing support for all departments at MDwise. Coordinated and managed multiple print, web, communication, and advertising projects aimed at increasing membership and lowering the rate of uninsured individuals in Indiana. Managed content and graphics for MDwise.org.
- Utilized project management software to adhere to timelines and to document status updates, action items, and revisions. Ensured that materials were in compliance within a highly regulated environment.
- Collaborated with advertising and public relations agencies on advertising campaigns, public relations and special projects.
- Provided print, web, billboard, radio, and TV concept and design support for campaign to launch a new health insurance product that was offered for sale in the Health Insurance Marketplace
- Edited and designed quarterly and monthly newsletters for providers and health care networks.

### Graphic Designer

For Rent Media Solutions

August 2007–November 2010

Fishers, IN

Created fully-customized advertisements for clients in the multi-family housing industry. Designed and managed production of 300-page monthly real estate publication for a leading media and information services company.

- Created innovative promotional materials for marketing events and customer visits that effectively enhanced brand recognition and generated sales.
- Provided superior service to clients through design of innovative flyers, brochures, posters, and other marketing materials, and through consistent updates of customer websites. Collaborated with clients for photo, virtual tour, and video shoots in a variety of off-site locations.
- Under tight deadlines, successfully collaborated with account executives to ensure efficient flow throughout the production process.

## PROFESSIONAL EXPERIENCE (CONTINUED)

### Manager of Publications

2004–2007

One Hope United (formerly known as Kids Hope United)

Chicago, IL

Designed and managed all marketing and internal materials for a child welfare agency that spans four states. Materials conveyed the advocacy, support, and treatment provided to vulnerable children and families through prevention, intervention, and community-based programs and services.

- Promoted from entry-level marketing and publications coordinator to manager of publications in a 12-month period.
- Managed print production process while adhering to limited budget and tight timelines.
- Collaborated on concepts for targeted media campaigns and fundraising materials through a variety of promotional channels, including billboards, outdoor media, print advertisements, invitations, direct mail, event materials and signage.
- Coordinated web design and content development for launch of corporate website.
- Interviewed, hired, evaluated, and managed graphic design interns and freelance resources. Trained employees on brand and graphic standards.

### Teacher, Visual Art

2001–2004

Jones College Prep

Chicago, IL

Taught graphic design, photography, general visual art, drawing, and painting in a vigorous college prep high school program in the Chicago Public School system.

- Organized art shows and community programs.
- Photographed artwork for portfolio submissions and created installation displays.
- Purchased supplies, controlled inventory, and maintained a budget.
- Maintained and produced student records and reports regarding student discipline, attendance, and progress on a daily basis.

## EDUCATION

### Indiana University, Bloomington

B.S. in Visual Arts Education, additional concentration in Business

- Graduated with distinction.
- Received Mildred R. Lowell Scholarship for academic achievement.
- Received Indiana University Founder's Day Awards for Scholastic Achievement.
- Member of the Golden Key National Honor Society.
- Peer tutor in undergraduate business school class centered on Microsoft Excel and Microsoft Access.

### IUPUI, Indianapolis

Web Design Certificate

## PERSONAL ENRICHMENT

### Team Captain

Indiana Coalition Against Domestic Violence Race Away from Domestic Violence 5K

(2011–Present) Indianapolis, IN

- Organize and lead a team of 5K participants to raise money to help end domestic violence in Indiana.
- Raised over \$16,000 for ICADV.

### Co-founder and Co-organizer

SuSun Memorial 5K Walk/Run (2008–2010) Carmel, IN

- Founded and organized annual 5K memorial walk/run event, attracting over 250 participants and five sponsors.
- Raised over \$20,000 for the Susan Moulder Memorial Scholarship.
- Maintained event website and created marketing materials for event.