Lindsay Northrop
lgtnorthrop@gmail.com
lindsaynorthrop.com
971-706-4434

EXPERIENCE

Campestral | Solo Entrepreneurship
Remote — *Freelance Contract Graphic Design and Marketing*
AUG 2024 - PRESENT

- Design high-impact posters, signage, and in-store visuals to enhance brand presence and drive customer engagement
- Create cohesive marketing assets for various clients, ensuring alignment with brand identity and seasonal campaigns
- Collaborate with marketing teams to develop compelling visuals that support promotional strategies and product launches
- Produce digital and print-ready files optimized for various formats, maintaining high-quality standards across all materials
- Adapt designs for different environments, ensuring consistency while tailoring content to specific client needs

Artspace | Nonprofit Developer
SLC, UT — *Marketing and Communications Director*
JAN 2024 - JUNE 2025

- Develop and implement comprehensive communication plans to effectively convey the organization's mission, goals, and impact to various stakeholders including donors, tenants, and the public
- Design graphics for various print and digital visuals, using brand guidelines, storytelling, and thoughtful design principles
- Oversee the organization's digital presence including website management, social media strategy, and email marketing to increase visibility and engagement
- Work collaboratively with the executive team to support fundraising efforts by creating compelling donor communication materials and grant proposals

Drumbeat | Architecture Firm
SLC, UT — *Marketing and Brand Manager*
NOV 2021 - OCT 2023

- Creation and implementation of marketing materials, brand visuals, and communication strategies for eight internal brands
- Ensured messaging and marketing activities were in alignment with brand, company initiatives, and marketing goals
- Logo creation and branding, style guides, infographics, RFPs, pitch decks, environmental graphics and wayfinding
- Graphic design, website updates, brand asset creation (physical and digital), press releases, event planning and management, social media strategy and analytics, email marketing, ad creation, market analyses, go-to-market strategies, and creative briefs
- Led Marketing team, providing guidance and direction for brand campaigns and initiatives

SKILLS

Graphic Design, Brand Identity & Illustration
Brand Storytelling
Experiential Branding/Interior Graphics
Multi-Channel Marketing and Social Media
Excellent Communicator, Verbal and Written
Project Management
Print and Ad Design: Layout & Pre-Press
Proposal Design and Pitch Decks
Large Format Design & Mural Planning
Grant Writing

PROGRAM & INDUSTRY KNOWLEDGE

Proficient in Adobe CC:
Photoshop, InDesign, Illustrator, Acrobat
Canva Pro, Mailchimp, Wix, Squarespace, WordPress, and more.
Proficient in Microsoft, Mac and PC
Industry Experience in Real Estate Development, Architecture, Interiors, Nonprofit Affordable Housing, and Outdoor and Luxury Retail

EDUCATION

Arizona State University
Tempe, Arizona
BFA in Intermedia Art
Minor in Communications
GRADUATED MAY 2008

Pacific Northwest College of Art
Portland, Oregon
Visual Communication:
Graphic Design
COMPLETED SPRING 2010

VOLUNTEER WORK

Open Classroom
Art Committee Volunteer & Classroom Co-Oper
AUG 2023 - PRESENT

IIDA Intermountain Chapter Board
Vice President of Communications
JULY 2019 - AUG 2021

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CCG | Commercial Interiors Firm, Haworth Dealer
SLC, UT — *Marketing Manager / Graphic Designer*

APR 2020 - NOV 2021

- Led the strategy around company messaging and branding
- Environmental branding and graphics services for clients
- Elevated the CCG brand through designing proposals, email and social media campaigns, brochures, newsletter,and website
- Collaborated with the proposal team by designing graphics, layout, and copywriting in response to RFPs
- Worked with various teams to strategize marketing initiatives

Midwest Commercial Interiors | Steelcase Dealer
SLC, UT — *Marketing Coordinator / Graphic Designer*

NOV 2018 - APR 2020

- Designed graphics, layout, mood boards, website overhaul, email campaigns, and ads in printed publications
- Led the proposal response to client RFPs from start to finish
- Website updates, social media, content strategy
- Created and executed showroom visuals, story, and experience

Backcountry.com | West Valley City, UT — *Office Manager, Gearhead Operations*

SEPT 2016 - NOV 2018

- Developed employee recognition programs, managing perks and rewards budget, internal creative projects and office visuals
- Facility management, executive assistance, and event planning
- Oversaw office remodel and visuals overhaul. Worked to ensure a positive, comfortable, and inspiring office environment and culture

Second Story Interactive Studios | Portland, OR — *Studio Operations*

NOV 2013 - APR 2016

- Collaborated with studio members on internal design projects
- Provided assistance to directors by aiding in proposal creation
- Managed and planned all internal and communal studio events.Maintained records and internal spending budget
- Responsible for studio upkeep making sure the studio ran smoothly

Cravedog | Portland, OR — *Graphic Designer / Project Manager*

MAR 2012 - NOV 2013

- Managed multiple creative projects simultaneously
- Pre-press checks of client's art files to 3rd party printer's specs
- Liaison between vinyl record manufacturer and client
- Applied graphics and layout skills to design and edit client projects using Adobe Creative Suite

PASSIONS

Art, Design, Architecture, & Interiors
Mixed Media Painting
Mural Painting
Illustration
Camping, Hiking, and Snowboarding
Cooking and Gardening

PORTFOLIO

www.campestraldesign.com