

Lindsay Logan

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- Objective** To advance my career as a commercial designer in a team-oriented setting.
- Education** **Bachelor of Science**, Communications May 2004
Ithaca College, Ithaca, NY 2004
- Major: Advertising/Public Relations
 - Minors: Art & Art History
 - Graduated Magna Cum Laude
- Experience** **Director of Public Relations-** *Stoneblossom*, East Greenwich, RI Nov. '05- Jan. 2008
- Increased revenue by 100% in two years through a heavily integrated brand strategy.
 - Developed and designed a high traffic website and e-store; determined look and feel of site, established web design parameters, style guides and visual standards.
 - Produced copy and graphic material for direct mail pieces, email newsletters, magazine ads, promotional materials, and corporate identity.
 - Established and maintained a Microsoft office network of 10 computers.
 - Photographed and digitally edited images for marketing materials.
- Freelance Web Designer/ Web host-** *WOMA design*, Providence, RI Dec. '04 - Present
- Contracted design jobs through extended networks: priced and managed multi-faceted projects including websites, restaurant menus, logos, and cd packaging.
 - Hosted and managed 7 company websites on remote servers: monitored bandwidth and disk space, submitted sites to search engines, analyzed web stats.
 - Customized e-commerce solutions for online retailers using ASP-driven CMS
- Intern-** *Bennett/Novak*, Los Angeles, CA Jan.- May 2003
- Prepared presentation materials and mock ups for full-service creative agency
 - Conducted research to evaluate website optimization
 - Wrote public relations material for online promotions
 - Researched small publishing-house distribution practices and generated leads
- Skills** **Mac/ PC Software- Advanced experience with:**
Adobe Photoshop/ImageReady, Illustrator, InDesign, GoLive; Corel Painter; Macromedia Flash; Microsoft Word, Excel, PowerPoint; Adobe Premiere
- ❖ Hand-coding HTML and CSS
 - ❖ Experienced with pre-press procedures and printing processes
 - ❖ Educated in photography and lighting principles. Proficient with digital SLR and analog cameras.
 - ❖ Advanced digital editing skills.
- Interests** Music. Cooking. Travel. Windsurfing. Snowboarding. Photography. Design.
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