

LINDSAY WATSON



435-406-1134



LINDSAYTHECREATIVE@GMAIL.COM

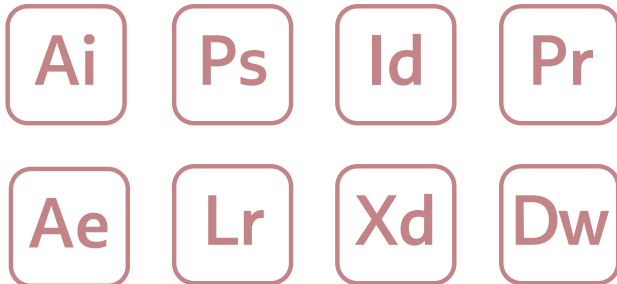


LINDSAYTHECREATIVE.COM

SKILLS

- Graphic Design
- Illustration
- Photography
- Animation
- Motion Graphics
- 3D Software
- Typography
- Writing
- Copy Editing
- Research
- Web Design
- HTML
- CSS
- Microsoft Office
- Project Management
- Collaboration

ADOBE SOFTWARE



SELECT COMMISSIONS

Logo Design, Sponsored The Global Boho, Orem, Utah. 2019

Painted Shovels, Sponsored by Utah Valley University, Orem, Utah. 2016

Website, Sponsored by Announce the Day, Pleasant Grove, Utah. 2015

SELECT AWARDS

PACE Distinguished Employee Award, Utah Valley University. 2016

Presidential Scholarship, Utah Valley University. 2010-2014

Art and Visual Communications Sterling Scholar, Delta High School. 2009-2010

EDUCATION

B.S. Art and Visual Communications

Utah Valley University, Orem, Utah

2010-2014

- 3.94 GPA
- Summa Cum Laude
- Phi Theta Kappa Honor Society

WORK EXPERIENCE

Graphic Designer

Utah Valley University

2018 – Present

- Designed successful proposals for major gift officers, including a proposal for the largest gift ever to be made to the university
- Designed both print and digital event collateral for high profile university events such as the Advisory Board Luncheon, Alumni Awards, Homecoming, and the Women's Leadership Luncheon
- Created engaging donor communication pieces

Website and Online Communications Coordinator

Utah Valley University

2016 – 2018

- Oversaw the redesign of UVU's giving website and collaborated with the web development team to implement it
- Managed multiple social media accounts on Facebook, Twitter, and Instagram for the UVU Alumni Association and the VP of Development and Alumni Relations
- Collaborated with various groups across campus to create and maintain online registration sites for all fundraising/donor-related events

Web Developer/Designer

Utah Valley University

2014 – 2016

- Designed and maintained a large, multi-page website and online registration for the UVU Business and Economic Forum
- Rebuilt UVU's entire giving website during transition from Blackbaud NetCommunity to iModules
- Increased online giving to the university by over 30% within one year

Presidential Intern to the VP of Development and Alumni Relations

Utah Valley University

2013 – 2014

- Designed print and digital marketing materials, including the VIP invitation to UVU's inaugural men's soccer game
- Researched ways to reorganize the Office of the President at UVU and presented findings to the President's Cabinet
- Created marketing emails for mass communication with alumni