



Lynsey
Heideman

Graphic design student with real world experience in print and web-based media, web development, and design processes and applications.

SKILLS

Microsoft Office

Word
Powerpoint
Excel

Adobe Creative Suite

Photoshop
Illustrator
InDesign
Animate
Lightroom
Dreamweaver
XD

Web Development

HTML & CSS
Bootstrap
Javascript
UX and UI
SEO

Professional Skills

Creative
Organized
Photography
Copywriting
Critical thinker
Excellent verbal and written communication
Intrinsically motivated

EXPERIENCE

Cellacore Inc. Graphic Designer Subcontractor

December 2020-Present
Logo redesign and recolor
Branding/style guides
Web design mocks for both desktop and mobile
Web asset configuration

Lawyer Excavation & Soils Plus Marketing and Business Coordinator

February 2016 - Present
Create content and copy for website
Script and record radio advertisements
Design marketing materials and coordinate with local printers for production
Design merchandise
Maintain accurate records for business reporting; sales, taxes, payroll, etc.

Columbus Area Visitor Center Visitor Experience Manager

July 2015-February 2016
Manage social media
Script and guide tours
Tour program logistics
Implement new software for tourism management

EDUCATION

Southern New Hampshire University

B.A. Graphic Design and Media Arts
Web Development Concentration
Spring 2021

Indiana University

B.S. Tourism, Conventions, and Event Management
May 2014

Accomplishments

SNHU President's List

Alpha Sigma Lambda
Honors Society

National Society of
Leadership and Success

4.0 GPA

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