


Savanna C.Lindell

INFO

 **Location**
Midwest Region

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savannalindelldesign.com

 **Linkedin**
Savanna Lindell

EDUCATION

Iowa State University
Bachelors in Graphic Design
Graduated Cum Laude 2021
Deans List ('17, '18, '19, '20, '21)
Project Selected for Deans Cabinet

UI Design Certification
Career Foundry
Completed - May 2024

KEY SKILLS

Graphic Design
Illustrator & Photoshop

Digital Layout
inDesign & Typography

Videography
Aftereffects & Premier

UI Design
Figma & Wireframing

Illustration
Clip Studio Paint & Procreate



ABOUT ME

Graphic and UI designer with a background in marketing for local and international organizations. Varied design experience from email marketing, brochure creation, and glassware designs. Extensive experience in visual hierarchy, websie design, typography, and illustration. Collaborative problem solver and passionate about bringing ideas to life.



WORK EXPERIENCE

06/24 - Present **Bass Pro Shops and Family**
Mid. Digital Creative Designer

- Curating design concepts that worked across a broad spectrum of dimensions for sale and event promotions, contributing to half a billion website visits annually
- Cross functionally collaborate with various teams for establishing alignment, strengthening project visions, and audience messaging
- Captaining teams during major promotional sales events increasing website traffic

09/22 - 07/25 **Freelance Graphic Design**
Peoples Savings Bank and Denver Savings Bank

- Collaborate to develop graphics for social media and marketing campaigns resulting in internet traffic increasing 15%
- Create vast range of print media, billboards and brochures, and email marketing campaigns while maintaining established company marketing materials, boosting brand awareness
- Serve as primary vendor/customer contact, communicating final artwork files resulting in error elimination

01/22 - 09/22 **Upper Right Marketing**
Mid. Graphic Designer

- Collaborative member in the Graphics Department
- Quality control and expert in printed media for consumables
- Design and development of email layout for digital marketing featuring products created and distributed world-wide leading to 30% increase in product sales for clients

06/21 - 01/22 **State Savings Bank**
In House Graphic Designer

- Sole in-house Graphic Designer creating a variety of advertisements resulting in an increase of foot traffic to various bank locations
- Working projects simultaneously to meet deadlines creating social media content and promotional material



UI PROJECT

11/23 - 02/24 **Stir 'n Serve**
UX/UI Designer - CareerFoundry Project

- Conceptualized responsive kitchen recipe web app utilizing user testing and prototyping with the goal of 20% increase in user competency when cooking
- Created JTBD and MVP objectives then clearly solved the issues within the high fidelity wireframes