

LINDSAY
KELLY

lindsay@lck-designs.com
lck-designs.com
linkedin.com/in/lindsayckelly
Ottawa, Ontario, Canada

SUMMARY

Graphic Designer and Creative Director with 15+ years building bold, strategic brands across marketing, SaaS, consumer goods, and more. Sharp thinker, hands-on creator. Strong in design, brand identity, and creative direction. Focused on clarity, impact, and ideas that stick.

CORE SKILLS

Idea Generation & Concepts

Specializing in idea generation, concept development, and creative strategies that forge strong visual communications and experiences, adaptable across various channels.

Art Direction & Graphic Design

Extensive experience in crafting visual languages and design systems for a wide range of digital and print media. Skilled in guiding and mentoring graphic designers, motion designers, video editors, developers, illustrators, and photographers towards creative excellence.

Communication

A confident verbal communicator, skilled in presenting to clients, executives, board members, pitching for new business, and leading creative teams to success. Demonstrated effectiveness in communicating for strong connections to project outcomes to continuously refine and elevate future deliverables.

Software

Adobe Creative Suite (Illustrator, InDesign, Photoshop, Premiere Pro, After Effects), Figma

Additional Skills & Abilities

Creative Strategy, Brand Design & Development, Digital Marketing, Website & Content Strategy, Project & Asset Management, Copywriting & Editing, Web Design (HTML & CSS + WordPress), UI/UX Design, Email Marketing, Packaging Design, Print Production, Voice Acting, Video Production & Editing, Bilingual - English & French

EDUCATION

Business Communications University of Waterloo
2014 - 2018

Advanced Graphic Design Diploma Georgian College
2007 - 2010

CERTIFICATIONS
& PROFESSIONAL DEVELOPMENT

BrandingNow Future London Academy
03.2023

User Experience Google
10.2022

Creative Operations Future London Academy
03.2022

RGD Provisional Member
Since 2016



FREELANCE EXPERIENCE

Graphic Designer/Art Director/Creative Director

LCK Designs

04.2010 - PRESENT

- Providing art direction, graphic design, and brand design/development, for a range of organizations, individuals, and brands

Selection of Clients

Nerdio | Carbide | Resonance | TealBook | SpaceNorth | GTM Systems |
Geeks2Meats | WorkLife Carpentry | Stock Marketing Inc./ DiRoNA

PERMANENT EXPERIENCE

Partner / Chief Creative Officer

Brandspot

04.2024 - PRESENT

- Shaping the creative vision of Brandspot, fostering an environment that promotes creativity, and ensuring that all creative efforts support the organization's goals and resonate with its audience.

Subject Matter Expert - Graphic Design

triOS College

10.2023 - 12.2024

- Led creation and instructional design for the Graphic Design course at triOS College through course materials, student mentoring, and design theory.

Multimedia Communications Specialist

Tourism Industry Association of Canada

10.2023 - 06.2024

- Visual storyteller and brand manager of communications with Members, Advocacy, Events, and Business Development

Creative Director

Knak

08.2022 - 07.2023

- Set and executed strategic creative direction and brand strategy
- Built and guided a diverse creative team, improving project efficiency through clear KPIs and SOPs
- Fostered team synergy to enhance campaign outcomes, increasing collaboration by 150% and web traffic by 210%

Associate Creative Director, Digital Marketing

Herjavec Group/Cyderes

03.2022 - 08.2022

- Led digital campaigns with strategic design and content oversight
- Directed Cyderes website creation with innovative strategies
- Mentored contractors and designers, promoting collaboration

Senior Multimedia Designer

01.2021 - 03.2022

Graphic Designer/Production Artist

Instant Brands

02.2019 - 01.2021

- Maintained consistent, compelling visual identity across media
- Directed remote photography and designed packaging for improved unboxing
- Executed multimedia strategies for launches, adhering to brand standards

Additional Experience

Inbox Marketer | Senior Graphic Designer | 05.2015 - 01.2019
Nemcor Inc. | Graphic Designer | 03.2011 - 05.2015