

LYNDSAY CALUSINE

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EXPERIENCE

Art Director March 2019 - Current

United Way of Massachusetts Bay, Boston, MA

Responsible for the design and production of all marketing, promotional, and supportive collateral, including event design and branding, as well as working with the Public Affairs team to produce content and style across the organization. Other responsibilities include overseeing photographer relationships and photo library management, improving team processes, and managing team Project Manager.

Lead Designer, Creative Services/Marketing June 2009 - January 2019

Houghton Mifflin Harcourt, Boston, MA

Primary responsibilities include creation of a wide variety of marketing materials, including catalogs, ads, digital media, and promotional items. Other responsibilities include copywriting, building and maintaining websites, and project management.

Marketing Communications Specialist September 2004 - August 2008

Qioptiq Imaging Solutions, Fairport, NY

Responsible for graphic design, copywriting, and production on all marketing and product support materials. Worked closely with Sales, Customer Support, and product engineering teams.

Web Graphic Designer 2002 - 2004

Finance and Administration Systems and Technology (FAST)

Rochester Institute of Technology, Rochester, NY

Designed and generated website layouts and graphics for implementation by FAST web development team, as well as print promotional materials for the associated marketing department.

Graphic Design Intern & Freelancer 2003

Rochester Museum and Science Center, Rochester NY

Print Media Intern Summer 2002

Eastman Kodak, Rochester, NY

PROFESSIONAL SKILLS

Advertising • Print Collateral • Catalogs • Digital Graphics • Social Media Graphics • Website Design
Promotional Products • Tradeshow and Event Design • Email Newsletters • Copywriting • Copyediting
Marketing Campaigns • Packaging and POS Design • Business-to-Business and Direct-to-Consumer Marketing
Brand Creation • Process Management and Improvement • Project Management • Print Production • Video Editing

COMPUTER SKILLS

Computer platforms: Macintosh, PC

Programs: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver,

Premiere Pro, Acrobat Pro, some After Effects), Canva, Quark Xpress, Microsoft Suite, Smartsheet

Other: Basic HTML5, CSS3

EDUCATION

1999 - 2003 Rochester Institute of Technology, Rochester, NY

Bachelor of Fine Arts in Graphic Design

Creative Writing Minor