



**LINDSEY RAE ZELLNER**  
GRAPHIC & ADVERTISING DESIGN

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## DESIGN EXPERIENCE

**Just Play LLC, Junior Graphic Designer** | September 2014 – May 2018 | Newtown, PA

- Design unique and innovative packaging and structures, while keeping within budget, retailer and licensor guidelines.
- Bring brands to life by designing elaborate and interactive showrooms utilizing custom graphics, props and lighting.
- Additional duties include illustration, textile design, product development, trend research, planogram rendering, rebranding and creative brainstorming.
- Responsible for casting, styling and directing models for various photography needs.
- Effectively use time management and communication with designers, product managers, licensors and our Hong Kong production team while being flexible to a regular flux in workload

**Independent Graphic Designer, Lindsey Rae Designs** | April 2014- Present | Warrington, PA

- Created graduation ceremony graphics for John Hopkins University
- Assist branding, collateral and marketing for numerous people including business owners, philanthropists and an author
- Designed direct mail and abide by printer guidelines based on client's preferences
- Custom illustration and typography for product and stationery design

**Best Party Concepts LLC, Freelance Designer** | May 2016- September 2017 | Doylestown, PA

- Created a brand identity and packaging graphics to a party activity kits line for Walmart
- Illustrated original graphics for the Goodie Gusher to be pitched to various retailers and Chuck E. Cheese's nationwide
- Updated pre-existing artwork and current marketing materials

**Crayola LLC, Creative Intern** | March–May 2014 | Easton, PA

- Designed and managed files for print such as promotional collateral and internal communications
- Worked directly with external business contacts on design, production, and other marketing materials
- Delivered design tasks as needed within legal, budget and production guidelines

**Kutztown University Designathon, Team Leader & Designer** | Spring 2014 | Kutztown, PA

- 24 hour event where students, professors and alumni volunteer to produce pro-bono creative work
- Designed and developed a complete identity for Friends of the Daniel Boone Homestead

**Lehigh Valley CRC, Advertising & Design Intern** | May–September 2013 | Allentown, PA

- Created multiple advertisements, logos and informational pieces during the launch of their website
- Worked directly with the executive director and abided by sponsor guidelines

## COMPUTER SKILLS & SPECIALTIES

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| • Brand Identity and logo design                                   | • Packaging and structural design                    |
| • Product development & creative brainstorming                     | • Knowledgeable with mass print production processes |
| • Adobe Creative Suite<br>Illustrator, Photoshop, InDesign, Bridge | • Advertising design                                 |
| • Casting, styling & directing photoshoots                         | • Typography and color theory                        |
| • Microsoft Office Suite and Keynote                               | • Trade show and showroom design                     |
|  | • Proficient in Mac and PC Platforms                 |

## INTERSHIP EXPERIENCE

**Downtown Disney, Merchandise Floater College Intern** | January–May 2010 | Orlando, FL

- Created positive guest experience and overall presentation in a fast track environment
- Completed Marketing course in Disney's Exploration Series
- Served hundreds of guests daily as a candy chef and merchandise floater

## EDUCATION

**Kutztown University of Pennsylvania**

Bachelor of Fine Arts in Communication Design | May 2014

Dual Minor in Professional Writing, Public Relations

Lehigh Carbon Community College