

Lindsey Connors, M.S.

Experience

Feb. 2020 - June 2024

Senior Visual Designer | Hometap | Boston, MA

Founding visual designer who played a pivotal role in defining and evolving the startup's visual identity across every touchpoint. Responsible for a resounding **Brand Sentiment Score of 99%**. Extensive experience creating the brand's look and feel, including: creating the brand's guidelines and setting the art direction for all marketing campaigns for internal and external partners. Supervised and mentored a team of interns and co-op designers.

Customer Experience Designer (*Promoted from CX Designer at Hometap Dec. 2021*)

Collaborated with Marketing, Product, and Engineering teams to design: responsive landing pages for marketing site redesign, interactive calculators, emails campaigns, print, conference branding, paid ads, and organic social. Illustrated on-brand spot illustrations.

April 2019 - Nov. 2019

Art Director | Verndale | Boston, MA

Designed responsive web and mobile experiences, presented creative concepts, and collaborated with developers to build and ship product designs for: Foundation Medicine, Oneworld Airlines, and Not Impossible. Created an in-office photography studio, where I photographed all 120+ Verndale employee's professional headshots.

Nov. 2018-Feb. 2019

Art Director | Sir Isaac Ad Agency | Salem, MA

Lead AD for Boston University, N.E. Center for Investigative Reporting & Destination Salem.

July 2018-Sept. 2018

Jr. Art Director | Boathouse Ad Agency | Waltham, MA

Designed and wrote copy for Goodyear and Eversource's 360 ad campaigns.

March 2018-June 2018

Art Director | The Ad Club | Boston, MA

Events branding; most notably lead AD for Reebok activation for The Women's Leadership Forum. Conceptualized and designed a 400 foot floor activation that ran throughout the Seaport World Trade Center.

Education

Boston University, 2018

M.S. Communication, Advertising

University of Delaware, 2010

B.A. Art History

American Graphics Institute, 2023

Advanced After Effects Certification

Skills

Figma, Sketch, Capcut, Adobe Photoshop, InDesign, Illustrator, Premiere Pro, and After Effects. Photo & Video Shoots. Prototyping and User testing. Generative AI. Basic HTML & CSS. Illustration and Photography.