

PORTFOLIO  
[www.lindseyconnors.com](http://www.lindseyconnors.com)

EMAIL  
[lconnors55@gmail.com](mailto:lconnors55@gmail.com)

PHONE  
973.713.5055

## Lindsey Connors, M.S.

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### Experience

Dec. 2021 - Present

#### **Senior Visual Designer | Hometap | Boston, MA**

*Previously Customer Experience Designer (Feb. 2020-Dec. 2021)*

My work has made a big impact on our overall user experience with a resounding Brand Sentiment Score of 99%. One of two founding designers with extensive experience creating the brand's look and feel, including: developing our UI style and brand guidelines and setting the art direction for all marketing campaigns and for external partners. Illustrate on-brand spot illustrations. Collaborate with engineering on product and customer experience, including: designing and building responsive landing pages, interactive calculators, and emails. Supervise and mentor interns and a co-op designer.

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; including lead AD on a Reebok activation for The 2018 Women's Leadership Forum. Conceptualized and designed a 380-foot floor activation that ran

### Education

Boston University  
M.S. Communication, Advertising

University of Delaware  
B.A. Art History

American Graphics Institute  
After Effects Bootcamp Certification

### Skills

Figma, Sketch, Procreate, Photoshop, InDesign, Illustrator, Premiere Pro, and After Effects. Basic HTML & CSS

Illustration, Photography, and Painting