



Visual & Brand Designer

Influential Communicator • Collaborative Leader • Critical Thinker

Summary

A Visual & Brand Designer with 10+ years of experience shaping cohesive design systems, brand identities, and digital experiences that elevate organizational visibility and engagement. Recognized for uniting creative direction and business strategy to craft storytelling that resonates across web, social, print, and motion platforms. Proven success leading cross-functional initiatives for multi-brand organizations, developing scalable visual frameworks, and translating complex ideas into clean, compelling design narratives. Adept at implementing AI-assisted workflows, driving performance-based creative optimization, and mentoring design teams to consistently exceed brand and marketing goals.

Core Competencies

Brand Identity & Visual Systems	Typography, Layout & Color Theory	Campaign & Marketing Design
Creative Direction & Concept Development	Presentation & Sales Collateral Design	AI-Enhanced Design
UX/UI & Digital Experience Design	Project & Workflow Management	Template Guidelines & Standards
Design System Governance	Mentorship & Team Leadership	Motion & Interactive Design

Cross-Group Collaboration: Liaises effectively with internal and external partners, senior leadership, and clients to ensure brand consistency and organizational goals are achieved.

Communication: Possesses strong written and visual communication skills; able to present complex design concepts to non-design audiences and executives clearly.

Critical Thinking: Uses data-driven insight and sound judgment to make responsible design decisions in fast-paced environments, adapting quickly to change and managing priorities effectively.

Innovative: Develops cutting-edge, user-centered design strategies that surpass goals and deliver impactful storytelling across digital and print platforms.

Professional Work Experience

UX/UI Designer (Freelance) • Empathable • Charlotte, NC (Remote) • 01/2025 – Present

- Lead the design of inclusive, user-centered digital experiences across healthcare-focused platforms by applying accessibility guidelines and evidence-based usability practices.
- Conduct extensive UX research, persona mapping, and heuristic evaluations to identify friction points and enhance the intuitiveness of workflows across multiple user journeys.
- Partner closely with engineers, project managers, and stakeholders to translate strategic requirements into seamless, human-centric design systems that align with technical feasibility.
- Present design concepts, wireframes, and strategic UX recommendations to leadership, effectively connecting user insights to organizational objectives and measurable business outcomes.
- Utilize generative AI tools such as Adobe Firefly and ChatGPT to accelerate ideation, streamline visual concepting, and enhance the creative process across multidisciplinary teams.
- Design responsive interfaces and reusable component libraries that ensure design consistency and maintain visual harmony across different devices and environments.

Senior Graphic Designer • Foundation Partners Group • Remote / Orlando, FL • 09/2021 – Present

- Direct the visual identity, creative strategy, and brand execution for a nationwide, multi-brand enterprise operating across 230+ locations, ensuring uniform representation across digital and print media.
- Strengthened the company's design ecosystem by developing and implementing comprehensive brand guidelines that harmonized diverse subsidiary identities under a unified visual language.
- Collaborated with marketing and sales divisions to support a \$2M revenue goal by producing persuasive digital assets and data-driven design solutions that elevated campaign performance.
- Created motion graphics, animated videos, and immersive visual content to drive audience growth and strengthen the organization's online visibility and social engagement.
- Introduced AI-powered creative workflows and smart templates, improving design turnaround time by 30% while maintaining exceptional quality and consistency across deliverables.
- Increased digital engagement by 24% in web traffic and 47% in content downloads through innovative branding, refreshed UI elements, and highly targeted campaign visuals.

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Drive Visual & Brand Design Projects Through Prioritization Workflow

Discovery & Research → Strategy & Concept Development → Design & Prototyping → Review & Refinement → Launch → ROI

Professional Work Experience (continued)

Creative Director • Guizmo Designs • Fort Mill, SC • 05/2019 – 09/2021

Parent company of Charlotte Vehicle Wraps & Web Design Charlotte

- Directed all creative operations across two specialized divisions, overseeing branding, digital, and large-format design projects from concept through to execution.
- Collaborated with account managers and clients to interpret business goals and develop tailored creative strategies that strengthened brand awareness and client acquisition.
- Provided mentorship, feedback, and leadership to designers by organizing brainstorming sessions and fostering an environment of innovation and continuous improvement.
- Led comprehensive rebranding and design initiatives spanning web platforms, corporate logos, vehicle wraps, and print media, resulting in increased market visibility and repeat business.
- Built strong, long-term relationships with clients by delivering measurable creative results, maintaining transparency, and consistently achieving high satisfaction and retention rates.
- Standardized pre-press, color-matching, and RIP file production procedures to eliminate rework, improve quality control, and enhance production efficiency.

General Manager & Graphic Designer • Park Signs • Charlotte, NC • 07/2014 – 05/2019

- Managed day-to-day business operations for a growing signage and design firm, overseeing staff performance, production scheduling, and client service excellence.
- Achieved a financial turnaround by converting a \$75K annual loss into a \$100K profit within two years through strategic budgeting, workflow optimization, and cost-reduction initiatives.
- Designed and produced marketing collateral, signage systems, and promotional visuals that reinforced the company's brand positioning in a highly competitive market.
- Conducted regular performance and financial analyses to identify process inefficiencies, implement corrective actions, and sustain long-term business growth.
- Actively engaged with community and industry networks by attending trade events, forming partnerships, and leveraging local connections to expand the company's client base.
- Oversaw all creative and operational processes from sales forecasting to final delivery, ensuring project completion within deadlines and profitability targets.

Graphic Designer • Awards Express • Charlotte, NC • 04/2008 – 07/2014

- Produced professional visual designs for apparel, banners, signage, and corporate materials that adhered to client specifications and enhanced brand consistency.
- Collaborated with cross-functional teams and clients to refine creative concepts, adjust layouts, and ensure each deliverable met strict deadlines and project goals.
- Applied advanced knowledge of Adobe Creative Suite to execute precise layout compositions, image editing, and typography treatments across various media formats.
- Demonstrated strong time management and adaptability by simultaneously handling multiple design projects without compromising quality or turnaround speed.
- Remained up to date with emerging trends, design technologies, and visual communication methods to continuously refine creative approaches and maintain professional excellence.
- Earned consistent recognition from management and colleagues for exceptional attention to detail, creativity, and reliability in meeting project requirements.

Volunteer Experience

Graphic Designer • Catchafire • Remote • 10/2020 – Present

- Deliver professional design and branding support for non-profit organizations worldwide, producing impactful visual assets including infographics, reports, and digital campaigns.
- Manage several design projects simultaneously, coordinating feedback cycles and ensuring high-quality, on-brand deliverables that align with client expectations and social impact goals.
- Create original concepts, drafts, and visual narratives that effectively convey each organization's mission, while adapting tone and style for diverse audiences.

Other Important Highlights

Education

Bachelor of Arts, Graphics Designer (Honors), Art Institute of Charlotte, 2007

Certifications

AI-Driven Product Requirements Masterclass, Tech Fleet, 2025

Design Thinking: The Ultimate Guide, IDF, 2021

User Research: Methods & Best Practices, IDF, 2021

UX Management: Strategy & Tactics, IDF, 2021

UI Design Patterns for Successful Software, IDF, 2021

Data-Driven Design: Quantitative Research for UX, IDF, 2021

Mobile UX Design, IDF, 2021

Interaction Design for Usability, IDF, 2021

Human-Computer Interaction (HCI), IDF, 2021

Accessibility in UX, IDF, 2021

Technical Skills

Design Tools: Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD), Canva, Miro

UX/UI Skills: Wireframing, Prototyping, User Flows, Information Architecture, Usability Testing, Accessibility

Web & Code: HTML, CSS, Responsive Design

Brand & Graphic Design: Logo Design, Typography, Layout, Color Theory, Print & Digital Media

Workflow & Leadership: Agile Methodology, Design Systems, Stakeholder Collaboration, Mentorship, Creative Direction

AI Tools: Adobe Firefly, ChatGPT, Midjourney (concept ideation, workflow acceleration)