



LYNSIE SIEGLER

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lynsiesiegler.com

SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Media Encoder
- HTML/CSS
- InVision
- Sketch
- Microsoft Word
- Microsoft PowerPoint
- Microsoft Excel
- Illustration
(digital and traditional)
- Procreate/iPad/Apple Pencil
- Digital photography
(basic photo editing,
studio lighting/equipment)

EXPERIENCE

APRIL 2020

- MAY 2020

Design Intern, Reflex Design Collective, Oakland, CA

- Part of a team that developed a new brand identity for the organization, including the creation of a style guide, templates, and icon sets
- In charge of graphics production, style guide, and final review

NOVEMBER 2019

- MAY 2020

FREELANCE DESIGNER, Perry proTECH, Dayton, OH

- Part of a student group selected to concept and design environmental signage, murals, and other branding elements for corporate facility
- Formally presented concepts to client
- Created a tagline for the company, "Where tech, business, and communication come together"
- Designed mural for call center

JUNE 2018

- AUGUST 2018

ASSEMBLY TEMP, Greenville Technology Inc., Greenville, OH

- Assessed products to ensure production quality standards were met
- Assembled multiple products in a fast-paced environment

EDUCATION

AUGUST 2018

- MAY 2020

The Modern College of Design, Kettering, OH

Associate Degree of Applied Business in Design

- Took technical courses in traditional print/package design, web design, UI/UX, introductory web development, photography, motion, and illustration, as well as general education courses in psychology, marketing, and communications
- Awarded career tech scholarship
- Attended an AAF Dayton professional networking event featuring Tom Cocke, group creative director of The Buntin Group in Nashville, TN (2019)
- Student worker for Open House events and graduation, including setup and teardown
- Attended IGNITE creative career talk featuring Landor to gain a better understanding of the industry and learn about job opportunities
- Member of Art Club
- Designer of winning student group that created collateral and branding for 2020 AAF Dayton Hermes Awards