

# LINDSAY TIPPETT

lindsay.tippett@gmail.com

c: 602-402-9643

6404 Oak St. Kansas City, Missouri

[WWW.LINDSAYTIPPETT.COM](http://WWW.LINDSAYTIPPETT.COM)

**EDUCATION:** **University of Kansas** SCHOOL OF FINE ARTS. LAWRENCE, KS  
BFA in Visual Communication with a concentration in Graphic Design. Minor in Art History.

**EXPERIENCE:** **Trends Studio Senior Designer. Hallmark Cards** KANSAS CITY, MO • MARCH 2015 – PRESENT  
Identify emerging cultural trends (societal shifts) and creative trends (visual directions influenced by these shifts) and translate them into strategically relevant forecasts and artifacts to inspire and lead Hallmark's creative vision.

**Think.Make.Share Blog Editor. Hallmark Cards** KANSAS CITY, MO • MARCH 2015 – PRESENT  
Manage the content calendar, post to social feeds, facilitate workshops, align marketing needs, photograph posts, partner with departments and coordinate over 90 contributors.

**Greeting Card Designer. Hallmark Cards** KANSAS CITY, MO • JAN 2012 – MARCH 2015  
Concept, design and format consumer focused, on-trend greeting cards that meets the department's strategic direction as well as technical requirements.

**Designer. C3: Creative Consumer Concepts** LEAWOOD, KS • AUG 2010 – DEC 2011  
Execute creative visions for C3 Family of Companies, including internal and external image management, client presentations and ventures on behalf of C3's C.E.O.

**Art Director Intern. Callahan Creek** LAWRENCE, KS • SUMMER 2010  
Full time, exploratory internship for an agency that focuses on specialty retail brands.

**Creative Intern. Willoughby Design** KANSAS CITY, MO • JAN 2010 – MAY 2010  
Immersion in the day-to-day operations of a design and innovation firm.

**Designer & Receptionist. Department of Special Education.** KU • JULY 2009 – MAY 2010  
Departmental handling of all design work such as brochures, newsletters, flyers, posters, postcards and web work. Also execute receptionist duties.

**Editor-in-Chief. Kiosk Art & Literature Magazine** DESIGN DEPARTMENT, KU • SPRING 2008  
Assemble and lead team of five designers to conceptualize, plan and create a publication that highlights, promotes and advances the artwork and literary works of KU students.

Other Positions: Performing Arts Graphic Artist, Resident Assistant (RA) for the Department of Student Housing at KU, Customer Service Rep. for Safeway's Technical Support Center and a Hostess/Server at Macayo's Depot Cantina.

**SKILLS:** Proficient in Adobe InDesign, Illustrator and Photoshop CC.  
Strengths in file management, process, collaborations, brainstorming and team building.  
Skillful and enthusiastic about crafting, styling, photographing and making.

**INVOLVEMENT:** Board Member of Kansas City AIGA: Professional Organization of Design Chapter  
Vice President, 2015 – PRESENT, Gala Director, 2013 – 2015  
Visiting Designer Lecture Series Speaker, University of Arkansas, 2016  
Recruiting Liaison for Hallmark Cards, 2015 & 2016  
Kauffman After-School Volunteer, teaching 7th graders the basics of graphic design, 2015  
Hallmark Employees Reaching Equality (HERE) Employee Resource Group, 2012 – PRESENT

[ REFERENCES AVAILABLE UPON REQUEST ]