

# lindseyfreson



## Account Executive at Kennedy Creative

Cincinnati, Ohio 03/2015–Present  
*A strategy and design firm for consumer packaged goods that focuses on client growth and brand turnaround. Working as a liaison between clients and the creative team—managing projects, budgets, and deliverables. Ensuring detailed execution and timeliness of deliverables. Involved with new business ventures.*

## Design Management Co-op at Procter & Gamble

Cincinnati, Ohio 01/2014–12/2014  
*P&G is one of the world's largest consumer packaged goods companies, and is widely recognized as a global innovation leader. Worked on visual identity for billion dollar brands (Always and Febreze). Carried design concepts from strategic vision to physical product. Created inspiration decks for brand architecture. Worked with external agency partners on various initiatives.*

## Student Eyewear Designer for LensCrafters, Luxottica Group

Cincinnati, Ohio 08/2013–12/2013  
*LensCrafters is part of the Luxottica Group, which is a leader in premium fashion, luxury, and sports eyewear. Was one of six DAAP students that worked as a team to develop the Third Culture proprietary brand and product assortment for LensCrafters. The brand is targeted to millennial consumers in both appearance and price point. The collection made its debut at all North American LensCrafters stores in February 2015.*

Experience

**Leadership** Finalist for UC's 2015 Presidential Leadership Medal of Excellence. Presented to UC's Board of Trustees. Founding President of UC's SCUBA Diving Club. Created an Adaptive Skiing Volunteer program. VP of Communications for UC's Chapter of The American Marketing Association.

## Design Co-op at Ferno

Wilmington, Ohio 08/2012–08/2013  
*The global leader in providing patient handling solutions for EMS. Sells products in 153 countries. Worked on strategy, project management, and production for creative marketing concepts on Ferno's Global Marketing Team. With a primary focus on strategy and overseeing the production of an international trade show exhibit, as well as content strategy and wire framing for an iPad application.*

## Student Participant for UC's Bicentennial Identity Creation

Cincinnati, Ohio 01/2013–05/2013  
*The University of Cincinnati celebrates its bicentennial year in 2019. Selected to participate in the nine student initiative to partner with LPK and P&G Marketing to generate visual and verbal concepts for UC's Bicentennial Identity.*

## Web Content Curator at Michaels Camera Store

Melbourne, VIC, Australia 09/2011–12/2011  
*Largest camera specialty retailer in Australia & New Zealand. Compiled specifications and formatted images of photography equipment for an internal product database and an online ordering site.*

## Design Co-op at LPK

Cincinnati, Ohio 03/2011–06/2011  
*An international design agency that specializes in brand strategy, design, and innovation. Worked with the marketing team to enhance LPK's global image. Collaborated with other designers to generate new account pitches, website graphics, social media design, window displays, wayfinding signs, and branded collateral.*

Education

## University of Cincinnati

Cincinnati, Ohio 09/2009–05/2015  
*College of Design, Architecture, Art, and Planning*  
B.S. in Graphic Communication Design.  
Completed Minor in Marketing. Enrolled in MBA Coursework. 3.474 GPA, Dean's List and The Honors Program. *Participated in The Professional Practice Program, alternating quarters of classroom study with work in the field of design.*  
Luxottica Design Scholarship Award.  
Cincinnati Scholarship. Christos P. Demakes Legacy Scholarship. PEO Star Scholarship.

## Swinburne University of Technology

Melbourne, VIC, Australia 08/2011–11/2011  
Communication Design and Photography

Have been asked to exhibit and sell photography in a NYC art gallery (in Chelsea). Designed a Cincinnati Coffee Tumbler that was sold to and produced by Starbucks. Finalist in Photographer's Forum Best of College Photography contest in 2011 and 2012 (out of 14,000+ entries). Had a landscape photograph of campus featured on UC's admissions website.

Recognition

Skills

Communication. Problem Solving. Team Dynamics. InDesign. Illustrator. Photoshop. Lightroom. Bridge. Photography. Linux, Macintosh, and PC platforms. Basic conversational knowledge of French.

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