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## Summary

Accomplished creative professional with over 15+ years of experience in graphic design, web design, motion graphics, and branding, seeking to leverage my expertise for my next move. My career highlights include leading award-winning design teams, developing comprehensive brand strategies, and executing successful marketing campaigns across diverse industries such as technology, pet nutrition, wellness, and entertainment.

## Education

### Brigham Young University–Idaho

Graduated December 2012

#### BS in Studio Art

Graphic Design Emphasis  
Two clusters in Photography &  
Computer Information Technology

## Skills

### Technical Skills

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro)
- Web design platforms: WordPress, Elementor, Divi Builder
- Marketing tools: Google Analytics, Pardot

### Soft Skills

- Communication
- Project management
- Mentorship
- Creative strategy
- Time management
- Collaboration

## Awards

### Hermes Creative Awards Platinum Award Winner

Presented for the work done on the  
“Gap in Whole-Person Health” Video

### American In-House Design Award

Presented by Graphic Design USA  
for the work done on the Elevate™  
Packaging Design.

# CORBAN LINDSAY

## Graphic Designer

## Professional Experience

### Senior Graphic Designer, TruHearing; Draper, Utah January 2022-Present

- Works with a large award-winning creative team.
- Provides creative strategy to brainstorming sessions and marketing material.
- Offers mentorship and constructive criticism to junior graphic designers on the team.
- Leads web design and user experience for TruHearing’s website using WordPress and Elementor to build responsive landing pages that enhance education, retention, lead generation, and customer call rates.
- Leads award-winning motion design, creating videos for sales and social media that drive lead generation.
- Ensures brand standards across marketing materials including web, packaging, flyers, video, and social media.

### Senior Graphic Designer, Tranont; Lehi, Utah Sep 2021-Dec 2021

- Managed brand standards for packaging, flyers, emails, ads, and website updates at Tranont.
- Collaborated with stakeholders to provide creative solutions to business needs.
- Developed skills in graphic design, project management, and communication.

### Graphic Designer, RizePoint; Cottonwood Heights, Utah Sep 2019-2021

- Served as principal Graphic Designer, creating sales collateral, animated video productions, video editing, social media images, blog posts, and redesigning the RizePoint website.
- Utilized website tools including WordPress, Divi Builder, Google Analytics, and various plugins to maintain site performance and optimization.
- Assisted with marketing lead generation by building forms through marketing tool Pardot.
- Worked with UX, Product, and Marketing teams to ensure a cohesive brand language throughout RizePoint.

### Graphic Designer, American Pet Nutrition; Ogden, Utah Feb 2017-Aug 2019

- Worked in a start-up environment with a small team of marketers, accountants, and sales force.
- Designed the newly launched (late 2017) brand of pet food called Elevate, including logo, branding, packaging, brochures, print ads, sell sheets, trade show booths, t-shirts, and postcards.
- Designed printed pieces for brands such as Supreme Source®, Vita Bone®, Atta Boy®, Beggar Dog®, and several other smaller brands.
- Traveled extensively to attend and oversee packaging press checks.
- Partnered with Nickelodeon to launch the co-branded Vita Bone PAW Patrol packaging.

### Graphic Artist, Melaleuca the Wellness Company; Idaho Falls, Idaho Feb 2013-Feb 2017

- Designed an 8-12 page monthly insert delivered with each customer order.
- Art directed photo shoots on lighting and composition for various publications.
- Built business relationships with departments including Marketers, Sales Aid, Recruiting, HR, and Recognition.
- Collaborated with a creative director and team, including other designers and copywriters.
- Worked on creating a cohesive design language within the company and marketing materials.
- Designed booth designs and collateral for the annual Melaleuca Convention.
- Oversaw print production for Melaleuca labels and various print material.
- Developed packaging designs and concepts for production.

### Graphic Designer, Student Support Communications, BYU-Idaho; Rexburg, ID Sep 2012-Dec 2012

- Provided ideas to improve communication material for events and organizations under Student Support.
- Designed collateral for various campus departments within the Student Support organization.
- Collaborated with a creative team including web developers, photographers, and a small film crew.

### Internal Communications, Walt Disney World; Orlando, Florida Jan 2011-June 2011

- Worked with a team to brainstorm creative ways to communicate information to Disney cast members.
- Supplied weekly communication to Disney cast members by creating posters, videos, and flyers.
- Continuously updated the look and feel of current communication materials.