


# Savanna C. Lindell

## INFO

 **Location**  
Des Moines, IA - Relocatable

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 **Portfolio**  
savannalindelldesign.com

 **Linkedin**  
Savanna Lindell

## EDUCATION

**Iowa State University**  
Bachelors in Graphic Design  
Graduated Cum Laude 2021  
Deans List ('17, '18, '19, '20, '21)  
Project Selected for Deans Cabinet

**UI Design Certification**  
Career Foundry  
In Progress May 2024

## KEY SKILLS

**Graphic Design**  
Illustrator & Photoshop

**Digital Layout**  
inDesign & Typography

**Videography**  
Aftereffects & Premier

**UI Design**  
Figma & Wireframing

**Illustration**  
Clip Studio Paint & Procreate



## ABOUT ME

Graphic and UI designer with a background in marketing for local and international organizations, and an Equestrian. Varied design experience from email marketing to brochure creation, and glassware designs. Extensive experience in visual hierarchy, print collateral, typography, and illustration. Collaborative problem solver and passionate about bringing ideas to life.



## UI PROJECT

11/23 - 02/24 **Stir 'n Serve**  
*UX/UI Designer - CareerFoundry Project*

- Conceptualized responsive kitchen recipe web app utilizing user testing and prototyping with the goal of 20% increase in user competency when cooking
- Created JTBD and MVP objectives then clearly solved the issues within the high fidelity wireframes



## WORK EXPERIENCE

09/22 - Present **Freelance Graphic Design**  
*Peoples Savings Bank and Denver Savings Bank*

- Collaborate to develop graphics for social media and marketing campaigns resulting in internet traffic increasing 15%
- Create vast range of print media, billboards and brochures, and email marketing campaigns while maintaining established company marketing materials, boosting brand awareness
- Serve as primary vendor/customer contact, communicating final artwork files resulting in error elimination

01/22 - 09/22 **Upper Right Marketing**  
*Junior Graphic Designer*

- Collaborative member in the Graphics Department
- Quality control and expert in printed media for consumables
- Design and development of email layout for digital marketing featuring products created and distributed world-wide leading to 30% increase in product sales for clients

06/21 - 01/22 **State Savings Bank**  
*Graphic Designer*

- Sole in-house Graphic Designer creating a variety of advertisements resulting in an increase of foot traffic to various bank locations
- Collaborated cross-functionally to form concepts, understand project vision and audience messaging
- Working projects simultaneously to meet deadlines creating social media content and promotional material

2014 - Present **Tri-B Farms & Horse Ministries**  
*Barn Manager and Lesson Instructor*

- Managed employees daily tasks in barn maintenance and animal care resulting in higher client satisfaction
- Taught horseback riding lessons and created camp activities improving confidence and riding skills