

lindsayabbott

Visual Design & Art Direction
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804.690.2459

Education

Code Academy

Independent study, 2015-present

James Madison University

B.F.A in Graphic Design, 2005

Volunteer & Freelance

Richmond Advertising Club: Richmond, VA

Vice President, 2014 to present

Creative Chair, 2012 to 2014

Richmond Family Magazine: Richmond, VA

Print and digital advertising, 2010 to present

Henrico Humane Society: Richmond, VA

Volunteer designer, 2012-2015

Think804: Richmond, VA

Various print and online client work, 2013 to 2015

Live Nation/UltraStar: Brooklyn, NY

Musician Fan Club Kits for distribution in Walmart stores, 2008

Awards

Capital One: Led team to Circle of Excellence win

Uber partnership, 2015

National Association of Photoshop Professionals: Guru Award

Artistic category, 2008

Experience

Capital One: Richmond, VA

Senior Art Director-Spark Business, Sep 2015 to present

- Execute research and design for Spark Business marketing materials, including branding, web pages, direct mail and email creation
- Shaped Spark brand styleguide for use internally and by 3rd parties
- Launched marketing campaign for Extended Terms Card, resulting in 60% email open rate and booking over goal of 200 accounts

Senior Art Director-Integrated Marketing, Nov 2014 to Sep 2015

- Executed successful brand integration for Uber partnership, resulting in 230M media impressions and 29% lift in QuickSilver applications
- Led marketing campaigns for both Apple Pay and the initial release of Capital One Wallet, successfully delivering on our mission to become a digital leader

Senior Art Director-Social Media, Mar 2013 to Nov 2014

- Lead designer for Spark and Enterprise social media channels

CarMax: Richmond, VA

Senior Art Director-Web, 2008 to 2012

- Maintained carmax.com and designed company's first mobile site
- Implemented multiple social media campaigns and online contests
- Partnered with Discovery Channel, E!, Hulu, Pandora, and Google

Art Director-Print, 2005 to 2008

- Created print collateral for showrooms nationwide—including store signage, direct mail, and various event logos

Skills

Photoshop



Illustrator



InDesign



Sketch



Dreamweaver



HMTL/CSS



Microsoft Office



Social media



Interests

Fine art

Photography

Interior design

Psychology

Reading