



Herriman, UT (Remote)



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## Building brands. Launching products. Creating campaigns that drive results.

Creative professional with 18+ years of experience developing high-performing marketing campaigns across ecommerce, packaging, Amazon, print, digital advertising, web, and product marketing. I create cohesive brand experiences that strengthen brands, launch products, and drive business growth.

## CORE EXPERTISE



Brand Design



Creative Direction



Ecommerce Design



Marketing Campaigns



Product Launches



Packaging Design



Amazon A+ Content



Digital Advertising



Print Production



Creative Strategy



Adobe Creative Suite



AI-Assisted Creative Workflow

# LINDSAY LEWIS

## SENIOR BRAND & ECOMMERCE DESIGNER

18+ Years • National Consumer Brands • ECommerce

## CAREER HIGHLIGHTS

### READY ALLIANCE GROUP / MY PATRIOT SUPPLY

#### Senior Brand & Ecommerce Designer | 2004-present

- Lead creative development for multiple national preparedness brands including Ready Hour, Emergency Essentials, Grid Doctor, InstaFire, Alexapure, Aquamira, Franklin's Finest and VESTA.
- Design integrated product launch campaigns spanning ecommerce, Amazon, retail, email, social media, affiliate marketing, trade shows and print.
- Create homepage experiences, promotional campaigns, Amazon A+ content, product packaging and digital advertising supporting direct-to-consumer sales.
- Partner with marketing, product managers, copywriters and developers to launch campaigns from concept through production.
- Develop visual systems that maintain brand consistency while increasing engagement across multiple marketing channels.
- Produce hundreds of production-ready creative assets annually while managing multiple simultaneous launches under aggressive deadlines.

### LION ENERGY

#### Senior Graphic Designer → Creative Director | March 2021 - May 2024

Promoted to Creative Director after demonstrating creative leadership and strategic brand development, leading nationally distributed emergency preparedness, portable power, solar energy, and outdoor recreation brands across retail and direct-to-consumer channels.

- Directed branding, packaging, ecommerce, digital marketing, print, web, and trade show creative.
- Partnered with executive leadership and the CMO to align creative strategy with business objectives.
- Managed multiple product launches from concept through production while maintaining brand consistency across every customer touchpoint.
- Collaborated with marketing, product development, and sales teams to bring new products to market.
- Mentored designers, presented creative concepts, and established brand standards across all marketing channels and internal communications.

## CONNECT MEDIA

#### Senior Graphic Designer → Retained Creative Partner | 2011 - Present

Progressed from full-time Senior Graphic Designer to an ongoing retained creative partner, continuing to support one of Rochester's leading lifestyle and tourism publications for more than 14 years.

- Design creative campaigns for 70+ local and regional businesses each month, producing print and digital advertising aligned with each client's brand and marketing goals.
- Lead magazine production from concept through press, designing feature layouts, editorial content, covers, and advertising across multiple publications.
- Partner with business owners, editorial teams, sales staff, and printers to deliver high-quality creative on schedule.
- Develop branding, advertising, and marketing collateral that balances strong visual design with measurable business objectives.
- Continue providing strategic creative support and publication design after transitioning into corporate creative leadership.