

LINDSAY DANCY

LINDSAYDANCY.COM

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EDUCATION

EdX | Boston, MA

Class: Think. Create. Code.
Certificate Program
2020 –2021

School of the Museum of Fine Arts |
Boston, MA
Continuing Education
Concentration: Web Design
2011 – 2012

Salve Regina University | Newport, RI
Double Major:
Graphic Design and Photography
Degree:
Bachelor of Fine Arts
1995 - 1999

DESIGN TOOLS



DESIGN SKILLS

UX Design | Branding | Digital Ads
WordPress Websites | Marketing Collateral
Web Banners | Social Media Assets

PLATFORMS AND APPS

Facebook Business | Google Analytics
Google Adwords | Hootsuite | Sketch |
WordPress

DEVELOPMENT SKILLS

HTML | CSS

PROFESSIONAL WORK EXPERIENCE

Digital, Web and Print Designer

Self Employed | Boston, MA

March 2000 – Present

Creative Designer with advanced experience in developing engaging and innovative digital and print designs for clients in a broad range of industries. Highly adept at visual strategy, layout development, branding, and print and new media advertising. I thrive working in collaborative environments and providing leadership to design teams to conceptualize and execute effective marketing collateral. I help clients achieve business development and business growth goals through forward-thinking designs and strategies.

- Maintain proactive communication with clients and manage multiple projects simultaneously
- Work closely with the creative director, designers, and other members of the marketing team to continuously level up the brand and develop new products
- Adhere to tight schedules to ensure timely receipt of deliverable
- Keep up to date with recent technological, software developments and design trends
- Offering professional design services to current clients, including but not limited to: marketing collateral, illustration, digital assets for social media, web banners, landing pages, branded e-mail campaigns.

Web Designer

Fenway Group | Boston, MA

September 2015 – March 2020

Planned, designed and executed multiple projects simultaneously. Resolved layout, look and feel for responsive websites, and digital ads to ensure client satisfaction. Provided marketing solutions from concept to completion to ensure client goals are exceeded.

- Designed, re-branded and maintained company website
- Worked as part of a multidisciplinary team
- Created weekly/monthly social media campaigns for clients helping them achieve their fundraising and advertisement goals
- Used marketing personas to build effective social media and advertising strategies
- Managed client discovery meetings to determine goals
- Reviewed the scope of the job and interpreted client's needs
- Produced wireframes of design for client review
- Determined user flow of sites to drive conversion goals

continued

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Web Designer

Fenway Group | Boston, MA

September 2015 – March 2020 *continued*

- Developed skills and expertise in appropriate software/programming languages such as WordPress, HTML, CSS and JavaScript
- Created sites that are user-friendly, responsive, effective and appealing for users
- Maintained websites, including fixing hosting and networking issues, update plugins and backup client sites weekly/monthly

Senior Designer / General Manager

The Print House *inside*

Brigham and Women's Hospital | Boston, MA

October 2003 – April 2012

Seasoned creative designer with experience designing a wide range of print materials. Work directly with client to discuss design concepts, creative review, production options and produce quality designs in a high pressure, fast pace environment.

- Enthusiastic, hard working, meticulous, problem solver
- Overall P & L responsibilities including budgeting, finance, sales goals
- Relationship development and management of high profile clients and vendors
- Responsible for the management and prioritization of all client projects

EXTRAS

Co-Founder / Director

Lilly the Hero Pit Bull Fund | Boston, MA

June 2012 – Present

Lilly Fund is a 501(C)(3) Non-Profit and animal advocacy group named after Lilly, a dog that saved her owner from getting hit by a freight train in April 2012.

- Use social media to raise \$400,000 for needy animals and their families
- Maintain Facebook page of over 350,000 fans
- Script regular posts to engage followers
- Maintain WordPress website
- Design ads for and coordinate fundraising events
- Branding and promotional products design