



Lindsay Muir \* [www.ltmuir.com](http://www.ltmuir.com) \* [ltmuirdesign@gmail.com](mailto:ltmuirdesign@gmail.com)

#### SKILLS & TOOLS

Adobe CC Suite  
Creative + Art Direction  
Managing + Mentoring  
Brand Identity Systems  
Illustration  
Packaging  
Custom Lettering  
Graphic Apparel + Textile Development  
UX/UI  
Figma  
Photography + Editing  
Mailchimp, Klaviyo  
Keynote  
PowerPoint  
Asana  
Microsoft Teams  
Slack  
Miro  
Basic Shopify

## Experience

CONSHOHOCKEN, PA  
APR 2021–APR 2023

### 20nine

ART DIRECTOR

Lead creative for 20nine Ventures, a stand alone brand incubator delivering purposeful products. Focused on revamping existing designs to exceed visual standards, overseeing social media strategies and managing ecommerce website redesigns. Directed photo and video shoots while ensuring projects were completed on time.

Collaborated with Creative Directors, Strategy and Copywriters to brainstorm and design impactful brand identities and collateral. Guided junior creatives and presented ideas to clients through visually engaging decks.

Managed Designers and Interns, conducting weekly 1 on 1's to support their professional development and provided feedback to improve company processes. Conducted bi-yearly coaching sessions to establish goals for each individual report.

PHILADELPHIA, PA  
MAR 2020–APR 2021

### Brownstein

DESIGNER

Research and pitch visual directions for a wide range of digital and print campaigns — lead generation, corporate identity rebrand, social media and customer adoption.

Collaborate with team members to execute deliverables, designing content such as landing pages, emails, Instagram story illustrations, LinkedIn posts, white papers and printed brand collateral.

Create decks and present design work to clients, walking them through the thought process behind creative decisions and justifying solutions.

PHILADELPHIA, PA  
FEB 2017–AUG 2019

### United By Blue

SENIOR GRAPHIC DESIGNER \* ASSOCIATE GRAPHIC DESIGNER

Led the development of seasonal graphic concepts for a mission-driven clothing brand, collaborating closely with product designers to ensure consistent apparel and accessory collections.

Designed all product packaging and created high-performing graphics and textile prints for seven successful seasons, applied to over 500 products.

Conceptualized and executed successful collaborations with top brands including REI, Target, Chaco, Free People, Lonely Whale and others.

Oversaw a team of 8–12 freelance artists and an in-house Junior Graphic Designer, providing direction and guidance to ensure a cohesive output and meet project deadlines.

OCT 2015–FEB 2017

JUNIOR GRAPHIC DESIGNER \* GRAPHIC DESIGN INTERN

Produced all email campaign designs for direct-to-consumer and wholesale channels, reaching a growing audience of 70,000+ customers.

Created print and digital marketing collateral for four seasonal collections and all major holiday sales, including in-store signage, website assets and pop-ups, digital banner ads and promotional mailers.

Supported lead designer with packaging, product illustrations, Shopify website updates, wholesale catalog design and product mockups.

## Education

NEW PALTZ, NY  
AUG 2011–MAY 2015

### State University of New York at New Paltz

BFA IN GRAPHIC DESIGN \* SUMMA CUM LAUDE

Awarded as an Outstanding Graduate, 1 of 3 selected from the BFA program.