

# Lindsey Estes

*graphic designer*

## WORK EXPERIENCE

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### L'ORÉAL

July 2023 - Present  
Remote

June 2018 - December 2022  
New York, New York/Remote

### VISUAL DESIGNER, YSL BEAUTY E-COMMERCE

Design digital creative assets including emails, landing pages, site banners, and social media graphics for Yves Saint Laurent Beauty US e-comm site;

Regularly brainstorm and create high fidelity mock-ups for UI/UX solutions to continuously improve user experiences;

Collaborate with site merchandising team for web asset production;

Work with site managers, e-comm directors, and both US and Paris-based marketing teams to ensure all projects are consistent with brand guidelines and marketing objectives;

### AMYRIS

December 2022 - July 2023  
Remote

### SENIOR GRAPHIC DESIGNER, STRIPES

As lead brand designer, conceptualized and designed graphics across all brand touchpoints including e-comm site, emails, organic and paid media, e-retail (Amazon, Sephora), and printed collateral;

Collaborated with creative director on developing campaign creative direction;

Managed brand creative assets including photography, branding elements, and design projects;

Collaborated with cross-functional partners to develop project management system;

Managed timelines and project capabilities of creative team to brand partners;

Provided feedback and delegated tasks when necessary to junior designers;

### MACYS.COM

October 2017 - March 2018  
New York, New York

### SENIOR DIGITAL DESIGNER, SOCIAL MEDIA

Concepted and designed social media content for Pinterest, Instagram, and Macy's blog

### KOMAR

January 2014 - September 2017  
New York, New York

### SENIOR GRAPHIC DESIGNER, CREATIVE SERVICES

Designed websites, emails, packaging, print and digital advertising, in-store signage, POS displays, and trade show graphics from initial concept through final production and execution for multiple sleepwear and intimates brands;

### LOFT

June 2012 - December 2013  
New York, New York

### PRODUCTION DESIGNER, CREATIVE SERVICES

Designed signage and other in-store marketing collateral from concept through final production;

Collaborated with internal production teams and outside vendors and gave final approval for all signage, advertising, direct mail, barricade graphics, and packaging;

Managed in-store asset library

## EDUCATION

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### RHODE ISLAND SCHOOL OF DESIGN

2011-2012  
Providence, Rhode Island

### GRAPHIC DESIGN CONTINUING EDUCATION

Completed coursework as part of the graphic design certificate program

### THE UNIVERSITY OF TEXAS AT AUSTIN

May 2011  
Austin, Texas

### BACHELOR OF SCIENCE, ADVERTISING

Integrated curriculum with a focus on creative advertising and art direction;

Study abroad - International Advertising, Singapore, Summer 2009

## CONTACT

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 [LINDSEYESTES.COM](http://LINDSEYESTES.COM)

 [lindsey489@gmail.com](mailto:lindsey489@gmail.com)

 Dallas, Texas

## SKILLS

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**TECHNICAL PROFICIENT:** Adobe CS (Photoshop, Illustrator, InDesign, Lightroom, Acrobat), InVision, MS Office, Keynote, JIRA, Trello, Asana **FAMILIARITY:** Figma, Adobe XD, Sketch, Adobe After Effects, image retouching

**LANGUAGE** French (A2 level)

**OTHER** simple animation/GIFs, digital illustration, letterpress, needle arts