

LYNDSEY WILLIAMSON

Creative Leader & Designer

Batavia, IL | 708.446.6411 | Lyndseydesign.com

PROFESSIONAL SUMMARY

Creative Manager with over 10 years of design experience. Expert at managing the end-to-end creative process, from concept development to final execution across print and digital platforms. Proven ability to lead high-performing teams while integrating AI tools and resources into creative workflows to drive efficiency.

CORE COMPETENCIES

- **Leadership:** Creative Team Management, Strategic Planning, Project Oversight, Stakeholder Collaboration.
- **Design & Branding:** Graphic Design, Typography, Large-scale Signage, Photography, Branding Consistency.
- **Technical Skills:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Microsoft Copilot, ChatGPT, Gemini, Adobe Firefly.
- **Marketing & Strategy:** Understanding of Marketing Principles and Execution.

PROFESSIONAL EXPERIENCE

Athletico Physical Therapy | Oak Brook, IL

Creative Services Manager | October 2023 – Present

- Oversee the entire creative process for print and digital advertising, and internal/external marketing.
- Lead and mentor a team of three graphic designers.
- Collaborate closely with internal marketing teams and key business stakeholders.
- Integrate AI workflows into daily production to streamline creative ideation and execution.

Athletico Physical Therapy | Oak Brook, IL

Graphic Designer | August 2020 – October 2023

- Produced digital and print deliverables including social media graphics, email campaigns, and brochures.
- Collaborated with the creative team to ensure high-quality marketing materials.

Freeman Company | McCook, IL

Graphic Layout Specialist | April 2018 – March 2020

- Created and edited large-scale signage for tradeshow and expos across the Midwest and Southern regions.
- Managed multiple simultaneous projects in a fast-paced environment while meeting strict deadlines.
- Awarded the Customer Service Hero award in 2019.

The Bridge Teen Center | Orland Park, IL

Creative Marketing Associate | January 2017 – April 2018

- Managed social media profiles and created a diverse set of design and marketing materials for two non-profit organizations.

EDUCATION

Columbia College Chicago | Chicago, IL

Bachelor of Fine Arts (BFA) in Graphic Design

- Graduated *magna cum laude*; Dean's List [2013, 2015, 2016].

AWARDS & RECOGNITION

- **Graphic Design USA:** Health and Wellness Award [2023 & 2024].
- **Freeman Company:** Customer Service Hero Award [2019].
- **Columbia College:** Trustee Award [2013-2016].