



LYNDSEY WILLIAMSON

Batavia, IL | 708.446.6411 | Lyndseydesign.com

Strategic, award-winning Creative Services Manager and Senior Graphic Designer with over 10 years of experience driving large-scale production workflows, brand identity overhauls, and high-impact corporate marketing initiatives. Proven track record of operational excellence in fast-paced corporate environments, leading agile design teams to successfully execute thousands of creative deliverables annually. Expert at scaling creative traffic, standardizing multi-regional brand compliance, and embedding advanced AI workflows to optimize output, velocity, and efficiency.

CORE COMPETENCIES

- **Creative Operations & Management:** Large-Scale Asset Traffic, Process Optimization, Resource Allocation, End-to-End Project Management, Team Leadership & Mentorship.
- **Corporate Brand Stewardship:** Brand Library Architecture, Cross-Functional Stakeholder Collaboration, Multi-Channel Campaign Strategy, Print Procurement & Vendor Management.
- **Design & Media Strategy:** Static & Motion Design Creation, Complex Layout Typography, Large-Scale Environmental Graphics, Art Direction & Photoshoot Planning.

PROFESSIONAL EXPERIENCE

ATHLETICO PHYSICAL THERAPY | Creative Services Manager

Oak Brook, IL | October 2023 – Present

- **Creative Operations Scaling:** Champion strong project management methodologies to define, manage, and optimize complex operational workflows, driving maximum efficiency and empowering a team of three graphic designers to execute thousands of diverse creative requests annually.
- **Cross-Functional Leadership:** Partner directly with internal marketing divisions and key stakeholders to align multi-channel visual assets with overarching corporate performance metrics and clinical goals.
- **Team Capacity Building:** Facilitate routine creative collaboration, structured ideation, and skill-sharing workshops to continuously advance team design capabilities, modern tooling, and technical agility.
- **Asset Architecture & Store Management:** Co-manage the organization's internal marketing storefront in partnership with external print and production vendors; maintain strict oversight, auditing, and updates for hundreds of localized creative assets, apparel items, and print collateral.
- **Data-Driven Executive Reporting:** Design and compile comprehensive quarterly creative recap packets, translating complex project data, volume metrics, and campaign highlights into actionable visual reports for corporate leadership.
- **Multi-Platform Campaign Delivery:** Collaborate deeply with the content team to concept and produce data-driven, high-engagement static and animated digital assets customized across major social media networks.
- **AI Integration & Innovation:** Pioneer the strategic integration of generative AI tools (Adobe Firefly, Microsoft Copilot) into the team's standard operating procedures, enhancing efficiency and visual ideation.
 - **Project Highlight (Digital Transformation):** Served as the Creative Lead for the companywide SharePoint Intranet design infrastructure overhaul, drastically improving internal communication UX/UI.
 - **Project Highlight (Brand Protection):** Spearheaded the architecture and enterprise implementation of a centralized internal/external brand asset library to lock down visual standards and guide external partners.
 - **Project Highlight (Targeted Growth):** Led the creative blueprint and roll-out for highly targeted, partnership-specific multi-channel campaigns capturing niche Endurance, Collegiate/Professional, and Performing Arts audiences.
 - **Project Highlight (Art Direction):** Planned, budgeted, and directed two large-scale location photoshoots to secure original, compliant, and premium visual assets for national external marketing materials.

ATHLETICO PHYSICAL THERAPY | Graphic Designer

Oak Brook, IL | August 2020 – October 2023

- Conceptualized and produced an extensive portfolio of brand-compliant print and digital deliverables, including multi-channel email campaigns, local clinic brochures, and corporate social graphics.
- Maintained continuous alignment with broader creative and marketing divisions to ensure premium visual standards across regional clinic footprints.
- Tracked and prioritized high-volume concurrent deadlines using agile production tools to flawlessly pivot between hyper-local promotions and high-level national campaign launches.

FREEMAN COMPANY | Graphic Layout Specialist

McCook, IL | April 2018 – March 2020

- Designed, formatted, and executed large-scale environmental signage and graphics for high-stakes tradeshows and corporate exhibitions across the Midwest and Southern regions.
- Thrived within an ultra-high-volume, rapid-turnaround production environment, balancing strict event management timelines with precise file optimization.
- Earned the Customer Service Hero award in 2019 for going above and beyond in managing complex internal and external relationships and creative revisions under tight deadlines.

THE BRIDGE TEEN CENTER | Creative Marketing Associate

Orland Park, IL | January 2017 – April 2018

- Spearheaded the unified marketing, design, and identity development across digital and print footprints for two non-profit organizations simultaneously.
- Managed corporate social profiles to strategically drive youth program enrollment, bolster regional community engagement, and amplify donor fundraising campaigns.

TECHNICAL SKILLS & TOOL MATRIX

- **Project & Process Management:** Project Management Systems, Brand Asset Management Systems, SharePoint Architecture, Print Vendor Management.
- **Creative Suite Mastery:** Adobe Creative Cloud (InDesign, Photoshop, Illustrator, After Effects, Acrobat Pro).
- **AI & Creative Automation:** Adobe Firefly, ChatGPT, Gemini, Microsoft Copilot.
- **Enterprise Platforms:** Microsoft Office Suite, PowerPoint Presentation Design, Content Management Systems (CMS).

EDUCATION

COLUMBIA COLLEGE CHICAGO | Chicago, IL

- Bachelor of Fine Arts (BFA) in Graphic Design | Graduated magna cum laude; Dean's List (2013, 2015, 2016);
- Institutional Trustee Award Recipient (2013–2016)

AWARDS & INDUSTRY RECOGNITION

- Health and Wellness Design Award Winner | Graphic Design USA (GDUSA), 2023 & 2024
- Customer Service Hero Award | Freeman Company, 2019