

LINDSAY GERARD

LSGVISDESIGN@GMAIL.COM | 469.835.5632 | [Portfolio](#)

EXPERIENCE

STENA GROUP LLC | Senior Web Designer

December 2022 to Present | Remote

- Designs websites using Figma for mapping user journeys and flows and later implements in WordPress
- Optimizes internal processes for website edits, inquiries, and design methods
- Works directly with clients and stakeholders to confirm design needs and expectations for new websites

INFINITE DIGITAL | Associate Web Director

May 2022 to December 2022 | Dallas, TX

- Applied UX/UI design thinking and principles to lead design and development processes for B2B/B2C websites
- Designed and translated wireframes into high-fidelity mockups to build websites that align with client goals in terms of functionality, accessibility, and branding
- Collaborated with leadership and project management to optimize website products and processes

INFINITE DIGITAL | Web Design Manager

May 2018 to May 2022 | Dallas, TX

- Designed websites and landing pages to increase web traffic, conversion rates, and heightened digital presence for smaller scale clients
- Optimized training and onboarding materials for all web development processes
- Redesigned internal sales portal to create a streamlined experience for sales representatives

PERSONAL STATEMENT

My personal brand is **Efficient, Engaging, and Enthusiastic**, and I channel these qualities into my passion for digital design. I bring high energy to all my projects, and an eagerness to learn and advance my skills. I enjoy creating experiences that are not only visually engaging, but also functional and valuable to the user experience. I am communicative, punctual, and organized. Additionally, I excel in project management and quality assurance to ensure my team and myself produce beautiful websites that align with client goals and expectations.

ADDITIONAL EXPERIENCE

MENTORZ | UX Design Intern (Mentorship)

August 2022 to June 2023 | Remote

- Iterated with the CEO and Development Team on ways to improve user flows specifically for the onboarding process and parts of the user journey guidelines
- Sketched and designed frames in Figma for current and new flows
- Designed and updated components in the design system to improve branding fluidity

EDUCATION

UNIVERSITY OF WASHINGTON | Seattle, WA

March 2021 - August 2021

- Certification – UX & Visual Design

UNIVERSITY OF WASHINGTON | Seattle, WA

September 2013 - June 2017

- Bachelor of Arts - English Language & Literature, Minor in Japanese

SKILLS & TOOLS

Adobe Creative Suite	UX/UI Design
Figma	Wireframing
WordPress	Prototyping
Webflow	Typography
Web Design	Graphic Design