LINDSAY GERARD

✉ LSGVISDESIGN@GMAIL.COM   💼 LINDSAYGERARD.COM

I'm a UX/UI designer with 7+ years of experience in web design, looking for opportunities to enhance my design skills and gain more exposure to mobile app and product design. I'm open to hybrid opportunities in the DFW Metroplex but my preferred work environment is remote. My top traits are organized, detail-oriented, resourceful, and communicative.

EXPERIENCE

NEIGHBORLY | UX Designer

September 2023 to Present | Irving, TX

- Enhances and maintains Neighborly's core design system
- Spearheading improved designs and flows for several digital products to increase leads on franchise websites
- Implements creative solutions for internal SaaS platform (Onverity) and the Neighborly mobile app
- Collaborates with product and development teams and stakeholders to brainstorm enhancements and streamline internal digital processes

STENA GROUP LLC | Senior Web Designer

December 2022 to September 2023 | Salt Lake City, UT (Remote)

- Defined design requirements for new and existing web experiences with internal teams, clients, and stakeholders
- Led the design for several high-profile websites in the Greater Salt Lake area
- Optimized internal processes for website edits, inquiries, and design methods

INFINITE DIGITAL | Associate Web Director

May 2022 to December 2022 | Dallas, TX

- Lead the redesign of the company's internal sales portal using applied UX/UI principles to identify pain points and optimize key user flows
- Managed junior designers and implemented design thinking and processes to ensure continuity from execution to handoff
- Collaborated with leadership to optimize website products and processes, which led to a 175% increase in website orders

INFINITE DIGITAL | Web Design Manager

May 2018 to May 2022 | Dallas, TX

- Designed websites and one-time landing pages to increase digital presence for small businesses and highlight short-term initiatives, campaigns, and offers for business owners
- Compiled a digital handbook containing all web development trainings and onboarding materials

SKILLS & TOOLS

Web Design

UX/UI Design

Prototyping

Graphic Design

Design Systems

Adobe Creative Suite

Figma

WordPress

Webflow

Wix

Squarespace

Shopify/ECommerce