

LINDSEY BOUSFIELD

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WEB & UX DESIGN PROFESSIONAL

User Experience | Information Architecture | Custom Interfaces

Strategic Designer and Creative Visionary with over 10 years of experience integrating graphic design and technology to produce innovative and attractive print and online/digital advertising pieces. Recognized for exemplary communication and the ability to work autonomously with very little direction. Develops user-friendly and custom interfaces for web apps, desktop software, mobile platforms and embedded systems. Able to define and implement entire product definition process, from research and white boarding, to low fidelity designs, prototyping and interactive wireframes, through to creating functional specs and final assets. Collaborates effectively with engineers, designers, third parties, and stakeholders at all levels. Formulates functional specs along with wireframes, enabling developers to transform vision into reality. Proven track record in developing responsive email templates for corporate marketing and advertising as well as designing graphics, wireframes, websites and contests focused on user interface design and corporate branding standards. Areas of expertise include:

- ❖ Branding Strategist
- ❖ Digital Marketing Initiatives
- ❖ Collateral Development
- ❖ Social Media & Web Design
- ❖ User Testing & Visual Design
- ❖ Project Management
- ❖ Development & Sketching
- ❖ User Research & Flows
- ❖ Prototyping / Personas

PROFESSIONAL BACKGROUND

RICHMOND TIMES-DISPATCH

2015 – PRESENT

DIGITAL MEDIA SPECIALIST

- Create innovative visual designs, meeting and exceeding branding standards and user requirements for Richmond.com.
- Execute all visual design stages from concept to completion, collaborating with developers to identify ideal solutions to user and CMS problems, including design and functionality issues.
- Manage and develop corporate marketing and advertising email campaigns, including implantation of responsive design.
- Conceptualize and design original artwork for corporate annual reports and quarterly magazine.
- Oversee production processes for assigned web, email and contest projects.
- Developed the responsive design standard for emails.

NATIONAL WHITE COLLAR CRIME CENTER

2007 – 2015

GRAPHIC DESIGNER

- Developed original designs for corporate materials, encompassing quarterly magazine, monthly newsletter, and event/marketing pieces.
- Led and coordinated the production of print and interactive online materials.
- Managed corporate identity through branding of materials including fact sheets and brochures.
- Researched, wrote and developed graphic standards for use of logo and design standards.
- Designed and created web sub-suites aligned with corporate and printed materials.
- Supported internal communications efforts including digital signage and social media updates.

WELOCALIZE

2005 – 2006

DESKTOP PUBLISHING SPECIALIST

- Formulated layout and designs for foreign language projects including brochures, PowerPoint presentations, manuals, web graphics and corporate materials.
- Assisted in the development of organizational graphic and layout standards as well as procedures.
- Steered the development and management of efficient timelines and project estimates.

EDUCATIONAL BACKGROUND

Certificate in Web Design, University of Richmond
Bachelor of Science, Media Studies, Radford University

TECHNOLOGY

Adobe Acrobat
Microsoft Office
Dreamweaver

Photoshop
Illustrator
JavaScript

InDesign
HTML/CSS