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PROFESSIONAL WORK EXPERIENCE

Web and Print Designer

Fenway Group | Boston, MA

September 2015 – March 2020

Planned, designed and executed multiple projects simultaneously. Resolved layout, look and feel for print materials, responsive websites, and digital ads to ensure client satisfaction.

- Managed client discovery meetings to determine goals
- Reviewed the scope of the job and interpreted client's needs
- Produced drafts of design concepts for client review
- Worked closely with clients to optimize work flow
- Adhered to tight schedules to ensure timely receipt of deliverable
- Kept up to date with recent technological and software developments
- Developed skills and expertise in appropriate software/programming languages such as WordPress, HTML, CSS and JavaScript
- Created sites that are user-friendly, responsive, effective and appealing
- Conceptualized and executed layout for print projects including branding, brochures, posters, t-shirts, course catalogs and mailers
- Maintained websites, including fixing hosting and networking issues, update plugins and backup client sites weekly/monthly.
- Designed, rebranded and maintained company website
- Worked as part of a multidisciplinary team
- Created weekly/monthly social media campaigns for clients helping them achieve their fundraising and advertisement goals
- Created and maintain Google Adwords campaigns based on client goals

Senior Designer / General Manager

The Print House *inside*

Brigham and Women's Hospital | Boston, MA

October 2003 – April 2012

Seasoned creative designer with experience designing a wide range of print materials. Work directly with client to discuss design concepts, creative review, production options and produce quality designs in a high pressure, fast pace environment.

- Enthusiastic, hard working, meticulous, problem solver
- Overall P & L responsibilities including budgeting, finance, sales goals
- Relationship development and management of high profile clients and vendors
- Responsible for the management and prioritization of all client projects

EXTRAS

Co-Founder / Director

Lilly the Hero Pit Bull Fund | Boston, MA

June 2012 – Present

Lilly Fund is a 501(C)(3) Non-Profit and animal advocacy group named after Lilly, a dog that saved her owner from getting hit by a freight train in April 2012.

- Use social media to raise \$400,000 for needy animals and their families
- Maintain Facebook page of over 350,000 fans
- Script regular posts to engage followers
- Maintain WordPress website
- Design ads for and coordinate fundraising events
- Branding and promotional products design

EDUCATION

EdX | Boston, MA

Class: Think. Create. Code.

Certificate Program

2020 – present

School of the Museum of Fine Arts | Boston, MA

Continuing Education

Concentration: Web Design

2011 – 2012

Salve Regina University | Newport, RI

Double Major: Graphic Design and Photography

Degree: Bachelor of Fine Arts

1995 - 1999

DESIGN TOOLS



DESIGN SKILLS

Branding | Digital Ads | WordPress Websites |
Social Media Marketing | Print Design

PLATFORMS AND APPS

Facebook Business | Google Analytics |
Google Adwords | Hootsuite | Sketch | WordPress

DEVELOPMENT SKILLS

HTML | CSS | Javascript