

LINDSAY FOX

CREATIVE LEAD
DIGITAL DESIGN
BRAND MAVEN



EMPLOYMENT

OCT. 2022–OCT. 2023

AFRAME BRANDS | SR. DIGITAL DESIGNER MANAGER

Managed in-house digital advertising and marketing design, overseeing email creation, UX & web design strategy, website maintenance, and social media marketing/grid maintenance. Collaborated seamlessly with brand teams (Kinlo, Proudly, Loved°1) and agency partners to enhance digital presence. Also, responsible for branding, print support, and creating sales/event/educational collateral.

NOV. 2018–OCT. 2022

NuFACE | SR. DIGITAL DESIGNER/ASSOC. ART DIRECTOR - DIGITAL

Part of marketing team's in-house creative, specializing in digital advertising. Responsibilities spanned email creation, UX & web design strategy, website maintenance, and social media marketing/grid maintenance. Collaborated with e-comm managers and agency partners for digital presence growth. Responsibilities included photoshoot attendance & art direction, campaign development, sales/event collateral creation, and asset/freelancer management. Promoted twice for exceeding standards, taking on increased responsibility.

NOV. 2014–NOV. 2018

URBAN DECAY COSMETICS | GRAPHIC DESIGNER

Offered versatile in-house creative support across Marketing, Sales, Education, PR, and Social, producing diverse collateral: POP, event materials, seasonal marketing books, training pieces, product guides, and packouts, among others. Assisted the merch department as required while crafting physical paraphernalia like pins, patches, tumblers, and t-shirts. Managed and produced the international creative asset guide and assets for each product launch shared globally.

APRIL–OCT. 2014

WUNDERMAN WEST | GRAPHIC DESIGNER/JR. ART DIRECTOR

Started as a Production Artist Intern at an advertising agency, preparing files for client and print final approval, then transitioned to a contractor role within the creative team, focusing on Photoshop and InDesign. This period honed my technical skills and fostered concept-based thinking.

Ultimately, my passion lies in creation, whether through a pen, hands-on building, or digital means—I thrive on making things and acquiring new knowledge along the way.

My aesthetic leans towards clean lines and illustration to convey a narrative; with extensive in-house experience in beauty & wellness, diverse freelance work, and various personal projects, I've cultivated a distinct perspective.

I've been known to be a bit of a social creature once I warm up, always ready for discussions on shows, books, and food.

But mostly I love sharing kitten videos.

EDUCATION

DECEMBER 2013

BACHELOR OF SCIENCE IN ADVERTISING

The Art Institute of California -
Orange County

DECEMBER 2018

UX | UI BOOTCAMP CERTIFICATION

University of California, Irvine
Department of Continuing Education

SKILLSET

- Adobe Creative Suite
- Adobe XD
- Sketch
- Adobe Illustrator
- Google Ads Cert
- Figma
- Adobe InDesign
- Shogun
- Listrak

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