

# Lyndsey NIELSEN

## CONTACT

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lyndseynielsen.com

## SKILLS

Adobe Creative Suite, QuarkXPress  
Wochit, iMovie, other video editing software  
Microsoft Word, Excel, PowerPoint  
CCI NewsGate, other CMS programs  
Project and team management, coaching  
Art direction, photography, photo editing  
AP Style, copy editing, reporting  
Wedding suite design, client services

## AWARDS

IOWA NEWSPAPER ASSOCIATION, 2019  
*First place, Best use of graphics*  
MISSOURI PRESS ASSOCIATION, 2018  
*Second place, graphic*  
ASSOCIATED PRESS MEDIA EDITORS, 2017  
*First place, graphic*  
BEST OF GANNETT, 2015  
*Second place, alternative story format*  
NEBRASKA PRESS ASSOCIATION, 2015  
*First and second place, computer graphics*  
GANNETT QUARTERLY AWARDS, 2014  
*First place, alternative story format*  
GEORGIA PRESS ASSOCIATION, 2011  
*Third place, photo illustration*

## MEMBERSHIPS & ORGANIZATIONS

Society for News Design  
Marching Mizzou Alumni Marching Band  
Tau Beta Sigma music sorority

## EDUCATION

UNIVERSITY OF MISSOURI, 2010  
*Bachelor of Journalism, minor in Spanish*

## REFERENCES AVAILABLE UPON REQUEST

## EXPERIENCE

GANNETT/USA TODAY NETWORK (Des Moines)  
*Senior graphic designer, January 2015 - present*  
*Designer, November 2011 - October 2014*

- Art direct, design and copy edit digital and print media.
- Develop social media campaigns, creating information graphics, videos and advertisements. Write copy that sells the project.
- Direct a team of graphic designers that produces daily and monthly publications, including the Des Moines Register.
- Cultivate relationships with the team and its clients to produce compelling products in eight markets.

## INDIANA STATE UNIVERSITY

*Contract graphic designer, March 2016 - February 2017*

- Freelanced for the publications department. Conceptualized, edited and designed the university's 150th anniversary magazine.

## ENTERPRISE PUBLISHING (Blair, Neb.)

*Design studio director, October 2014 - December 2014*

- Formulated and incorporated plans for a design studio, which now serves the company's 12 weekly publications.
- Instituted a design standards style guide. Developed templates, stylesheets and shape libraries in InDesign.
- Launched a redesign of the company's primary publications.

## ANIMAL RESCUE LEAGUE OF IOWA

*Volunteer, May 2012 - January 2013*

- Designed promotional materials including posters, T-shirts and greeting cards.

## SAVANNAH (Ga.) MORNING NEWS

*Graphic designer/copy editor, June 2010 - October 2011*

- Designed graphics, news, business, sports and special sections.
- Art directed several special section covers.

## GREAT SOUTH PUBLICATIONS (Savannah, Ga.)

*Graphic designer/magazine editor, October 2010 - October 2011*

- Designed client-driven products such as menus, business cards and brochures.
- Served as editor and lead designer for Southridge/Berwick Community Magazine.

## MEREDITH CORPORATION COMMISSION

*Graphic designer, January 2010 - May 2010*

- Developed and designed a new magazine for consideration at Meredith Corporation.

## COLUMBIA MISSOURIAN & VOX MAGAZINE

*Graphic designer, editor, reporter, January 2008 - May 2010*

- Instructed and managed copy editors and designers in AP style and grammar.
- Designed 1A, news, features, special sections and advertisements.
- Wrote and edited articles and videos.