



ABOUT ME

Every design starts as a puzzle waiting to be solved. That's what drew me from art into graphic design—the challenge of transforming ideas into visuals that communicate with purpose. Since then, I've created award-quality marketing materials for nationally recognized equine organizations and publications.

Today, I combine strategy, visual storytelling, and illustration to create meaningful design solutions that help businesses connect with their audiences.



Lexington, KY



lindseygammondesign.com



lindseymgammon@gmail.com



(859) 338-2046

SKILLS

- **Graphic Design**
(Advertising/Marketing, Print/Digital Design, Layouts, Editorial/Publication Design, Brand Identity, Typography)
- **Illustration & Digital/Traditional Art**
- **Web & Digital**
(Wireframing, HTML/CSS, WordPress)
- **Tools:** Adobe Creative Cloud (Photoshop, InDesign, Illustrator), Acrobat, Procreate, AI-assisted design workflows
- **Soft Skills:** Detail Orientation, Creative Thinking, Collaboration, Critical Thinking, Deadline Management, Organization, Adaptability, Client Communication

LINDSEY GAMMON

GRAPHIC DESIGNER & ILLUSTRATOR

Brand Identity • Marketing & Advertising

Editorial & Publication Design • Print & Digital Media

EXPERIENCE

July 2026 – Present

Graphic Designer & Illustrator, Linds G Design (Freelance)

Provides branding, print, digital marketing, and illustration services for small businesses and nonprofit organizations.

- Manages projects from client consultation through concept development, production, revisions, and final delivery.
- Creates logos, brochures, advertisements, social media campaigns, and promotional materials using Adobe Creative Cloud and AI-assisted design workflows.

July 2022 – February 2026

Graphic Designer, Studio 34 Productions

Developed advertising campaigns, editorial publications, brochures, catalog covers, and promotional materials for nationally recognized equine organizations including Fasig-Tipton, Claiborne Farm, Taylor Made Farm, Gainesway Farm, and Airdrie Stud.

- Produced advertising and editorial artwork published in leading industry publications including BloodHorse, Thoroughbred Daily News, Daily Racing Form, and Paulick Report.
- Redesigned catalog covers, editorial layouts, brochures, and advertising materials while maintaining established brand identities.
- Prepared press-ready files for professional print production while ensuring quality control and accuracy.
- Managed design projects from concept through press for more than 800 print and digital marketing pieces over four years.
- Designed marketing materials for the sales promotion campaigns of featured mares Denim and Pearls and Wonder Wheel, contributing to successful sales of \$2.8M and \$3.2M, respectively.

January 2022 – May 2022

Graphic Design Intern, Hancock Branding x Communications

Supported agency leadership in developing visual communication materials for regional businesses.

- Completed 120-hour professional internship with exceptional attendance and performance and designed marketing collateral, branding concepts, and illustrations for agency clients.
- Presented creative concepts and incorporated client feedback into final deliverables. Developed proficiency in agency workflow, project management, and client communication.

EDUCATION

August 2019 – May 2022

Associate of Applied Science - Graphic Design & Library Technology

Bluegrass Community & Technical College, GPA 4.0. Dean's List (4 semesters).

August 2016 – June 2020

High School Diploma - Bryan Station High School, KY

IT Academy Graphic Design Pathway, GPA 3.7/4.0. Certificate of Excellence.