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Tasha Lindemann

Senior Graphic Designer | Specializing in Branding, Packaging, and Print Collateral

Brainstorm Energizer • Coffee Motivated • Adobe Obsessed • Skilled Communicator • BMX Rider
Vintage Inspired • Constant Doodler • Sunrise Chaser • Font Creator • 35mm Nerd • Dog Mom

Work Experience

SENIOR GRAPHIC DESIGNER | MCS INDUSTRIES

2020 - Present

- Drive the development of branding, packaging graphics, instruction manuals, and signage, amplifying market presence of various home décor products and merchandising concepts for in-house and private brands.
- Completed a rebranding project for our in-house mirrors line, guiding the design from concept to final execution. This strategic initiative elevated the overall visual appeal of the product and marketability, resulting in a sales increase across regional markets.
- Create trend-focused product graphics, integrating typography and illustrations, for major retailers such as Meijer, Walmart, Target, Home Depot, and other key retail channels.

FREELANCE GRAPHIC DESIGNER | LVHN

2022-Present

- Conceptualize and execute visually compelling designs for diverse print and digital media.
- Translate complex healthcare information into accessible and engaging visual content for both internal and external purposes.
- Maintain brand consistency across all design deliverables while exploring innovative design trends to enhance the hospital network's image.

GRAPHIC DESIGNER | N3 OCEANIC, INC

2018-2020

- Spearheaded the creative direction for a CBD product launch, developing its evolution from concept to market, ensuring seamless alignment with brand values and market demands.
- Crafted compelling digital content for e-commerce platforms, social media, and targeted email campaigns, creating brand engagement and meaningful customer connections.
- Conceptualized and executed captivating printed materials, including labels, catalogs, mailers, and editorial content, created according to brand guidelines and voice.
- Facilitated collaboration with external vendors, overseeing production and upholding quality standards across all printed materials.

GRAPHIC DESIGNER | INSPRO INSURANCE

2016-2017

- Collaborated with sales and internal teams to create impactful print and digital marketing collateral, including brochures, advertising materials, client presentations, and compelling social media campaigns, all carefully aligned with brand guidelines.
- Contributed to company rebranding project, providing art direction, project execution and guiding team photography sessions, ensuring a cohesive and personable company image.

Education

BACHELORS DEGREE | UNIVERSITY OF SIOUX FALLS

Business

ASSOCIATES DEGREE | SOUTHEAST TECHNICAL INSTITUTE

Graphic Design

Skills + Expertise

DESIGN

Brand Development • Packaging • Print Production • Typography • Illustration • Editorial Design
Market Research • Content Creation • Email Marketing • Social Media Strategy

SOFTWARE

Illustrator • InDesign • Photoshop • Lightroom

Basecamp • RoboHead • WordPress • Squarespace • Magento CRM • Bronto • Microsoft Office

Volunteer

EVENT MEDIA, APPAREL DESIGN & EVENT PHOTOGRAPHY

Road2Recovery BMX Jam | 2016-present

Lehigh Valley Bicycle Association | 2017- 2022