Lindy Hues *Design Lead*

(919) 389-0130, lindy.hues@gmail.com, Clover, SC, 29710 | https://www.linkedin.com/in/lindyhues/ | lindyhues.com

Professional Summary

Multidisciplinary graphic designer and creative technologist with deep expertise in Adobe Creative Cloud, especially InDesign, Illustrator, and Photoshop, with a proven track record of mentoring junior designers to improve technical efficiency and creative problem-solving. Strong background in brand management, digital and print design, and cross-functional collaboration. Experienced in vendor management, training, and process improvement, having advised teams on best practices in design workflows and production. Adept at balancing design strategy with business objectives.

Relevant Experience

Independent Design Consultant

Lindy Hues Design / Solar Enterprises, LLC   **January 2005 – Present**

- Designed and developed marketing collateral across digital and print platforms, including print collateral, web graphics, brand identity materials, and social media graphics.
- Oversaw design projects from concept to execution, ensuring cohesive brand experiences across digital and print media.
- Managed multiple brands and developed comprehensive brand guidelines, improving consistency and quality across organizational functions.
- Solved complex problems with design systems and information architecture, resulting in improved traffic and lead generation.
- Managed project estimates, timelines, revisions, scope, billing, and vendors.

Design Educator, Web/Digital Evangelist

Central Piedmont / Wake Technical College   **January 2012 – December 2024**

- Lead design teams of 5-15 junior designers, simulating agency dynamics to deliver client-ready projects and uphold brand standards.
- Trained more than 200 students in Adobe Creative Cloud, web design standards, UX/UI design, SEO, and branding, resulting in qualified job placements in web design and UX design for the first time in the program's sixty-year history.
- Tracked data and monitored progress for up to 100 junior designers each year, creating and implementing plans to enhance individual efficiency and output and professional development.
- Provided training and support for more than 1,200 colleagues on new digital systems, ensuring timely adoption and improved user experiences.
- Advised on enterprise-level systems and technologies, enhancing the user experience for more than 20,000 unique faculty, staff, and students.

Technical Expertise

- Graphic Design
- UX Design
- UI Design
- Wireframing
- Prototyping
- Internal SEO
- HTML Emails
- Google Analytics
- CSS Frameworks
- Web Accessibility
- Content Inventory
- Digital Strategy
- AI Prompt Engineering
- Keyword Research
- Code Refactoring
- Technical Drawing
- Troubleshooting
- Responsive Web Design
- Mobile App Design
- Front-End Coding
- Written Documentation
- Information Architecture
- Requirements Gathering

Software Proficiencies

- InDesign
- Illustrator
- Photoshop
- Wordpress
- Figma
- Canva
- Bootstrap
- Sublime Text
- HTML5
- CSS3
- Google Apps
- Word, Excel, etc.
- Powerpoint
- Acrobat Pro
- MAC OS
- Windows
- Dreamweaver
- Content Management Systems
- Learning Management Systems

Web Designer

Central Piedmont Community College   February 2013 – July 2015

- Spearheaded the evolution of the College's digital ecosystem, including public-facing websites, intranets, apps, and microsites, with a focus on responsive layouts, user-centric design and content strategy.
- Designed user interfaces and developed wireframes, prototypes, and templates, presenting solutions to stakeholders at all levels of leadership.
- Established governance policies, content ownership databases, and training programs for publishers, streamlining workflows and ensuring consistency in organizational voice and tone.
- Configured and analyzed Google Analytics, providing data-driven insights to improve user engagement and track campaign performance.
- Mentored junior designers and developers and collaborated with internal clients to optimize layouts and align digital assets with institutional goals.

Graphic Designer | In-House Marketing & Brand Design

Baker & Taylor, Charlotte, NC   July 2006 – February 2010

- Designed and maintained marketing materials for multiple corporate brands, ensuring adherence to brand guidelines across digital and print marketing assets.
- Led rebranding initiatives for acquired child companies, ensuring smooth integration with parent brand aesthetics.
- Managed multiple internal stakeholders and third-party vendors to design and implement a web-based platform that enabled clients to customize B2B2C marketing materials for their own consumer marketing efforts, supporting more than 200 users.
- Conducted training sessions and created governance documentation to ensure consistency in the customer experience and improve usability of design templates.

Graphic Designer

Pfahl Custom Builders, Charlotte, NC   Apr 2005 – Jun 2006

- Managed third-party vendors to ensure high-quality print production and digital marketing materials aligned with brand guidelines.
- Designed marketing collateral including brochures, digital ads, and home design presentations, balancing technical precision with aesthetics.
- Captured home and site photography, retouched images, and created digital illustrations of floor plans, elevations, and site maps for use in online and print marketing.
- Managed projects with outsourced components, identifying third party vendors and managing communication and compensation for their work from RFP to final handoff of the project.

Professional Skills

➢ Public Speaking	➢ Planning/Logistics
➢ Collaboration	➢ Scheduling
➢ Copywriting	➢ Course Design
➢ Research	➢ Training/ Mentoring

Functional Knowledge

➢ Chat GPT	➢ Python
➢ Adobe Firefly	➢ Taskrunners
➢ Midjourney	➢ Preprocessors
➢ Git/Github	➢ AJAX
➢ PHP	➢ Web3
➢ MySQL	➢ Blockchain
➢ JavaScript	➢ Relational Database Design
➢ JQuery	

Education

Bachelor of Science: Graphic Design
North Carolina State University
Raleigh, NC

Associate of Applied Science: Web Technologies
Central Piedmont Community College
Charlotte, NC, US