

# lindsay m. podrid



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## work

### Tribe Inc.

March 2007 - Present

#### ART DIRECTOR

Generate top-notch design that's on brand for each of our clients. Touches everything that comes out of Tribe's studio, from magazine and newspaper ads to collateral, catalogs, displays, direct mail, electronic media and even strategic presentations.

Manages the day to day running of the studio. This includes assigning projects to the freelancers and interns as well as overseeing their progress.

Clients include UPS, Porsche, Mannington Floors, Stainmaster, The Home Depot, Online Vehicle Exchange, Northside Hospital, and IHG.

### InovaOne Studios

September 2005 - March 2007

#### DESIGN DIRECTOR

Hired as a Graphic Designer. Duties included all aspects of design such as magazine ads, brochures, direct mail, catalogs, manuals, trade show booths and web sites.

After ten months, was promoted to Design Director. The new position's duties include managing the design department. This entails meeting with the client to determine the scope of the project, scheduling projects, working with various vendors to establish budgets, and assigning projects within the design team.

While with InovaOne a complete rebranding and national campaign was rolled out for Geeks on Call. This included a re-design of their existing logo, business papers and website corporate collateral, franchise material and advertising.

## education

### Pratt Institute

Brooklyn, NY

#### BFA in GRAPHIC DESIGN

Graduated with honors in May of 2005

## internship

### Graphis

August 2004 - November 2004

#### DESIGN INTERN

Duties included designing layouts for books, quarterly magazine and advertisements as well as preparing photos for print.

### Paste Media Group

June 2004 - August 2004

#### DESIGN INTERN

Duties included designing editorial layouts and advertisements featured in issues number 11, 12, and 13. Also, designed cd cases and promotional material for Paste Magazine and Paste Radio. After internship ended, was asked to continue doing freelance work for future issues.

## skills + accolades

### SKILLS

Excellent Macintosh and PC skills. Extensive knowledge of Photoshop, Illustrator, InDesign and Quark.

Proficient in Dreamweaver, Microsoft Office and PowerPoint, Keynote and Pages. Illustration as well as photography skills. Knowledgeable with Pre Press production and the printing process. Theater background with experience in set design, directing and production.

### ACCOLADES

Work was selected for and printed in the 2006 Graphis New Talent Annual.

While at Pratt work was selected to be featured in the senior show at the Hammerstein Ballroom.

references + salary requirements available upon request