


ALEESHA LINDSTROM

DESIGNER | ILLUSTRATOR | DIGITAL ARTIST

CONTACT

 Stafford Springs, CT, USA

 (860) 707-3175

 aleesha.lindstrom@gmail.com

 <https://aleeshalindstrom.com>

EDUCATION

BACHELOR OF FINE ARTS IN DIGITAL MEDIA AND DESIGN | University of Connecticut, Storrs, CT
December 2016

Honors: National Society of Leadership and Success Presidential Award, Spring 2015

ASSOCIATE OF ARTS IN LIBERAL ARTS | Asnuntuck Community College, Enfield, CT
December 2012

Honors: Dean's List, Spring 2011-2012, Fall 2012

AWARDS

HONORABLE MENTION IN 2021 SPRING ART SHOW | Monson Arts Council, Monson, MA
May 2021

PROFILE

Multifaceted designer, illustrator and digital artist with 6 years of experience in the graphic design field creating graphics for both print and web.

Obtained a B.F.A in Digital Media and Design with expertise in various design and marketing programs. Built an independent website and online store with autodidactic knowledge and implementation.

SKILLS AND STRENGTHS

DESIGN: Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Clip Studio Paint | Procreate | Canva | DaVinci Resolve | Blender | 3D Coat

CREATIVE: Branding | Logo Design | Packaging Design | Digital Illustration | Seamless Art | Character Design | Typography | Photo Editing | Attention to Detail

TECHNICAL: Microsoft OS | Mac OS | Microsoft Word | Microsoft Powerpoint | Google Docs | Google Slides

MARKETING: Hootsuite | Tailwind | MailChimp | Google Analytics

SOCIAL MEDIA: Facebook | Twitter | Instagram | Snapchat | Pinterest | LinkedIn | YouTube | TikTok | Twitch

E-COMMERCE: Etsy | Product Photography | Logistics | Customer Service | Keyword Research | Product Development

WEB DEVELOPMENT: Wordpress | Blogging | SEO

PROFESSIONAL EXPERIENCE

LOGO PRODUCTION ARTIST | Callaway Golf Company, Chicopee, MA
March 2019-Present

- Render art proofs by utilizing creative and technical skills in Adobe Photoshop and Adobe Illustrator to fulfill customer requests
- Transform approved orders into printable films by developing sizable vector artwork in Adobe Illustrator to produce stampable plates for final production
- Adjust artwork as needed by examining design legibility and consistency to ensure an accurate final product
- Deliver all proof requests onto the SAP order management system by using specialized working knowledge of the software to support prompt order processing times

DIGITAL MARKETING SPECIALIST | Paradiso Insurance, Stafford Springs, CT
December 2016- March 2019

- Created branded graphics for social network posts, blog covers, and other assets by using Adobe Photoshop to engage prospects and clients online
- Designed print content such as branded brochures, flyers, and postcards through Adobe Illustrator to enforce brand recognition and to provide informative resources for clientele
- Implemented and designed landing pages on company website by utilizing Wordpress to inform prospects of campaigns and company-sponsored events
- Composed weekly blogs through the use of Wordpress to boost website SEO and to enhance the customer experience

DESIGN & ANIMATION SPECIALIST | Center for Career Development, Storrs, CT
May 2016- August 2016

- Created multimedia content by using software skills in Adobe InDesign, Adobe Illustrator, and Adobe After Effects to efficiently communicate information and other announcements to the student body

MEDIA CREATIVE | -ATION Student Agency, Storrs, CT
August 2015- December 2016

- Collaborated with other students by using software such as Adobe Illustrator, Adobe Premiere, and Adobe After Effects to deliver designed material, storyboards, animations, and logo concepts to clientele needing marketing assistance

GRAPHIC DESIGN INTERN | Envision Pharma Group, Southport, CT
June 2015- August 2015

- Applied specialized design skills and knowledge of Adobe Illustrator, Adobe InDesign, and Microsoft PowerPoint to create medical posters, presentations, and figures for scientific and medical clientele