

ANDREW LYNCH

Visual / UI / Graphic Designer

ABOUT

I have 5+ years of experience in my field. Creatively driven with an eye for web design, motion design, typography, and illustration. I've been lucky enough to work with companies such as FedEx, Gogo Air, Behr, Mead Johnson, SAP Hybris, and many more.

EDUCATION

Columbia College Chicago
BFA Graphic Design
Minor in Photography

SKILLS

PROGRAMS

Adobe Creative Suite CC
Sketch
Invision Studio

WEB

Invision
HTML5, CSS3,
AEM

PHOTO & VIDEO

Photo/Video editing,
Studio Lighting
2D Animation

CONTACT

 (269) 370-4551  andrewlynchdesign.com  andrewlynchdesign@gmail.com

EXPERIENCE

CREATIVE DESIGNER (WEB)

American Girl (Mattel) Madison, WI | May 2017 - Current

Premium brand for girls, a creations company that inspires the wonder of childhood, product offerings inspiring world of dolls, content, and experiences that nourish a girl's spirit and help develop her strength of character.

- Developed micro-sites for Girl of the Year with 700K+ views in the first 90 days.
- Design backstop for implement team - executing strategy, consistency, and design into global site redesign.
- Led initiatives to redesign AG's blog to optimize SEO and user interaction. Developed processes for implementation of AEM.

FREELANCE ART DIRECTOR/VISUAL DESIGNER

Madison, WI | October 2016 - Current

Remote full-time freelance for IA Collaborative, designing a digital retail tool for a logistics company. Previous client list available upon request.

ART DIRECTOR/VISUAL DESIGNER

Juice Interactive Chicago, IL | October 2015 - October 2016

Juice Interactive, a forward-thinking digital agency that provides strategic insight, complete programs and all-in-one digital applications.

- Re-brand of Traderplanet. After deployment – click through to articles was up 40%, increasing revenue in ad driven strategy.
- Driveo; establish logo, brand assets, standards, UI/UX, marketing strategy. Resulted in increase in local and nationwide sales and higher quality dealer inventory.
- Strategy and implementation of Enfamil amazon storefront. Led product photo shoots and editing for newly re-branded Enfamil products.

GRAPHIC/VISUAL DESIGNER

Gogo Air Chicago, IL | July 2014 - October 2015

Leader in Inflight Internet and entertainment provided to commercial and business airlines.

- Trade booth show graphics and user flow for B2B business model. Target focus around new Gogo 2Ku technology.
- Lead design initiatives for micro-sites for holiday and B2B business. Campaigns grew revenues during holiday and lower trafficked seasons.
- Rebrand initiative; animation standards, illustration, and UI best practices.

GRAPHIC DESIGNER, PHOTOGRAPHER

W82 (Windward Boardshop) Chicago, IL | May 2011- October-2013

W82 works to build a community and transform the snow, skate, surf-sup retail industry by revolutionizing the standard of customer service, retail innovation, and unmatched sharing of knowledge.

- Lead and developed the visual identity of the Skyline stand up paddle board series which lead to over 100 participants and continued growth into largest SUP dealer in the area.
- Established a photo studio and product image standards.