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CLAUDIA LINDSAY

Graphic Designer



CLICKn'GO



ABOUT ME

I specialize in book cover, logo and packaging design. I offer design services to businesses of all sizes around the world and I always focus on crafting creative solutions to any business problems.

EDUCATION

B.A. GRAPHIC DESIGN AND MEDIA ARTS 2015-2018
Southern New Hampshire University

SNHU is a private, nonprofit institution accredited by the New England Association of Schools and Colleges.

LANGUAGE ARTS AND LITERATURE 2003-2005
UNIESP - Brazil

UNIESP is one of the most solid private educational and research organizations in Brazil.

EXPERIENCE

GRAPHIC DESIGNER 2016-NOW
Savy Agency

Savy is a full service marketing and advertising agency located in Bend, OR, offering online marketing services including web design, SEO, & paid search.

FREELANCE GRAPHIC DESIGNER 2015-NOW
Online crowdsourcing clients

Marketplace for graphic design, including logo design, web design and other design contests.

SKILLS



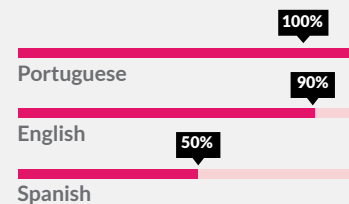
PROFILE

Full Name: Claudia Lindsay

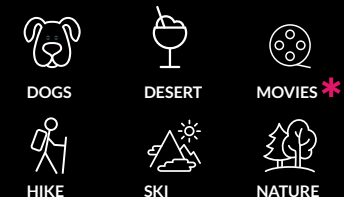
Date of Birth: January, 1974

Address: Bend, Oregon, USA

LANGUAGE



INTEREST



* Plus, British Masterpiece (TV Series), and Cooking Shows.



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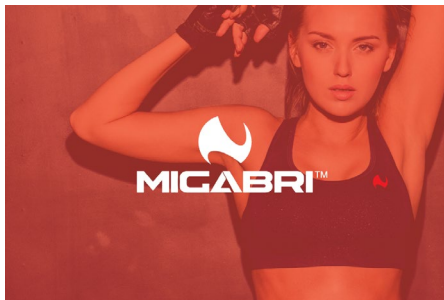
MY WORK

The first logo was created for MIGABRI which is a fitness and sports company manufacturing fitness, sporting apparel, and fitness and sports equipment and accessories. The target audience are male and female between the ages of 11 - 50+. They wanted a bold yet sophisticated and simple, fun yet serious symbol, something that people would feel proud to wear and make them feel dedicated to their fitness or sport, with a feeling of being excellent. I created this logo which is the basic form of a rhino. I thought about this animal because symbolic thoughts that can be depicted from rhinoceros or rhino: agility, wisdom, paradox, freedom, stability, gratitude, longevity, judgment, and grounding, peace of mind, confidence, unconventionality, and broader sense of perception over things.

PEPE'S is a brand for men's products that will carry products ranging from hair care, body care, athletic body care, barber products etc. They wanted a logo that could be used in these different lines of products or future ones. They want to attract male customers from all over professions. Their first product will be a body slimming cream for body builders, but they will use the same logo for their hair care products. I created a geometric crown to represent royalty and self-worth. In addition to the logo design, I created the stationery including business card, letterhead, envelope, and digital icon.

SHOWCASE

1



2



3



DETAILS

1 Project Name: **MIGABRI**
Details: *Logo Design*

2 Project Name: **PEPE'S**
Details: *Stationery*

3 Project Name: **PEPE'S**
Details: *Logo Design*



WORK SPECIALIZATION

Logo Design



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MY WORK

BabyBin is a high-end monthly subscription box company that delivers high quality baby items. Each box has several items for babies between 0 - 12 months old. They were looking for a modern, stylish and upbeat feel design. Stock image: <https://depositphotos.com/10590350/stock-illustration-autumn-tree-for-your-design.html>

Adorable Baby is a skincare product line for babies. They are starting with a design for a sunscreen tube and will later on the line expand the product to include shampoo, diaper cream and body wash. They use all natural/organic ingredients and are safety conscience, so their packaging should advertise those details. The target market for their products are parents who are naturally oriented and only want to use safe and organic products for themselves and their young children. Stock image: <https://depositphotos.com/vector-images/cute-baby.html?view=8882116> and <https://depositphotos.com/vector-images/cute-baby.html?view=19609243>

Hunting Grounds Coffee is by hunters, for hunters. Hunting Grounds Coffee was created so they could give back to the hunting community. They wanted a coffee packaging (brown or tan color) with the theme of hunting. On the front label they visioned a silhouette of a whitetail buck with old fashioned fonts. Stock image: <https://stock.adobe.com/stock-photo/deer-silhouette/159725392>

SHOWCASE

1



2



3



DETAILS

- 1** Project Name: **BabyBin**
 Details: *Packaging for subscription box*
- 2** Project Name: **Adorable Baby**
 Details: *Packaging for sunscreen*
- 3** Project Name: **Hunting Grounds Coffee**
 Details: *Packaging for three types of coffee*

WORK SPECIALIZATION

Packaging Design