



LINDSEY ROBYN GICE
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WORK HISTORY

*December 2008–
March 2009*

MACY'S

FREELANCE ART DIRECTOR

*April 2007–
November 2008*

160 OVER 90

ART DIRECTOR & GRAPHIC DESIGNER

Brand development involving in-depth research and interviews; creating over-arching brand concepts and marketing strategies; concepting, art-direction and design of printed materials and websites; advertising photo direction and production including photo concepts, on-set/location photo direction, casting models and designing sets; publication design; image sourcing; client presentations and contact communications; project management; managing junior designers, vendors, freelancers and interns; managing multiple, large projects with many complex details.

CLIENTS: Dansko Shoes, Nina Shoes, Chestnut Hill College, The University of Dayton, City of Boston

*November 2003–
March 2007*

GRAPHICULTURE

ART DIRECTOR & GRAPHIC DESIGNER

Art direction of on-figure and lay-down retail photography including photo concepts, on-set/location photo direction, casting models and designing sets; in-store signage and display design; catalog production and design; brand/identity design; casting models; designing sets; copywriting; image sourcing; client presentations and contact communications; project management; managing multiple, large projects with many complex details.

CLIENTS: Marshall Field's, Macy's, Target, Minnesota Center for Photography

*June 2003–
October 2003*

TARGET CORPORATION

GRAPHIC DESIGNER

Graphic design, concepting and research for a variety of branded projects including signage, packaging, invitations and brochures.

EDUCATION

Winter 2003

MINNEAPOLIS COLLEGE OF ART + DESIGN

BACHELOR OF FINE ARTS IN GRAPHIC DESIGN

Fall 2003

HOGESCHOOL VOOR DE KUNSTEN, ARNHEM, HOLLAND

SEMESTER EXCHANGE AND INTERDISCIPLINARY STUDY

Summer 1999

UNIVERSITY OF MINNESOTA, TWIN CITIES

BACHELOR OF ARTS IN THEATER ARTS

SKILLS

Proficient with Adobe Creative Suite: InDesign, Illustrator, Photoshop; Microsoft Office: Word, Excel, Power Point; also digital and film photography and retouching.

SELECTED AWARDS

365: AIGA Annual Design Competitions 29
PRINT regional Design Annual 2008
Type Directors Club "Typography 28"
Graphis Advertising Annual 2009
How Magazine International Design Annual 2008
STEP Magazine's 2007 Design 100 showcase
AIGA Minnesota People's Choice Award 2007
PRINT Regional Design Annual 2006
HOW Magazine Self Promotional Annual 2006
Create Awards 2007 (cover nov/dec issue + gold award)
:Output International Annual (silver award winner)