



[Resume](#)

Lynne Brown

[Mobile](#)

(336) 406-2289

[Email](#)

lynne.brown@shedart.ws

[Website](#)

www.SHEDart.ws

Digital Designer Highly conceptual visual artist, graphic artist and senior art director with a background in advertising, Web technologies, photo art direction and print • Experienced in the development of Websites, ads, catalogs, identity collateral, publications, POS and corporate communications • Develops Websites utilizing CSS principles • Executes projects with adherence to protocols and schedules • Strives to make partners allies and clients delighted.

Performance

Primarily, design and produce Hbi branded Websites and digital assets. Collaborate with the Senior Creative Manager and teammates on projects as assigned. Manage special projects like landing pages, mailers and illustrations from concept through production, completion and delivery.

Designed, developed and managed FBC Website and weekly e-blasts. Produced print publications, ads, event promotions and signs.

Developed and created a broad scope of visual art for the marketing of corporate, small business and non-profit brands and clients; Managed and art directed photo shoots for publications, logos, signs, ads and Web graphics.

Retail sign and catalog design; illustration and design for screen printed apparel.

New concept development, photo art direction, apparel catalog design, production and print management.

Work Experience

Hanesbrands Inc. September 2012 – Current
1000 East Hanes Mill Road, Winston-Salem, NC 27105

First Baptist Church on Fifth April 2009 – September 2012
Communications Coordinator, Part-time Staff
501 W. 5th Street, Winston-Salem, NC 37101

Brio Visual Art 1999 – 2009
Owner, Self-Employed
305 West 4th St., Winston-Salem, NC 27101

Hanesbrands Inc. May – July 2008
Graphic Designer, Freelance
1000 East Hanes Mill Road, Winston-Salem, NC 27105

Sara Lee Direct Home Shopping April 1989 – May 1999
Creative Manager
450 West Hanes Mill Road, Winston-Salem, NC 27105

Key Skills & Software Literacy

Proven creative projects manager • Provides exceptional work in creative concept and execution • Develop Websites utilizing CSS principles • Strong in verbal and written communication • Fluent in MAC and competent in PC platforms • Fluent in Adobe Creative Suite: InDesign, Illustrator, Acrobat and Photoshop; proficient in Word, Microsoft Publisher and Powerpoint • Basic to competent skills in a number of Web developer software programs like Wordpress and Constant Contact.

Education

Attended the University of Missouri in Kansas City with a curriculum in Fine Art for two years, before transferring and graduating from the Art Institute of Atlanta with an Associate of the Arts Degree in Visual Art and Communication. Completed many career-related courses, workshops and seminars on Adobe software, art and marketing.

Service & Special Merit

Former Delta Arts Center Board Member/Marketing Committee, awarded 2008 NC Museums Council Best Marketing Package • Former member Associated Artist of Winston-Salem • “Life Circles” Exhibit featured Guest Artist of The Enrichment Center Gateway Gallery, March 28 - May 9, 2014 • Former Winston Salem Center for Education and the Arts Board Member • Produce The Salvation Army Hope Newsletter quarterly

References

Stacey McDonald

Sr. Analyst Ecommerce Marketing/
Hanesbrands, Inc.
(336) 422-9352
100 East Hanes Mill Rd.
stacey.mcdonald@hanes.com

Richard Phillips

Center for Design Innovation
(336) 416-8597
450 Design Avenue
Winston-Salem, NC 27101
richardphillips158@gmail.com

Bob Cambell

Director of Marketing and Public Relations/
The Salvation Army Winston-Salem Area
(336) 245-2081
901 N. Cleveland Avenue
Winston-Salem, NC 27101
bob.campbell@uss.salvationarmy.org

Rachel Barron

Next Level Communications
336.813.0740
301 N. Main St. #2207
Winston-Salem, NC 27157
rbarron@bellsouth.net