

**LINDSEY BRAMMELL**  
**ASSISTANT PROFESSOR**  
LBRAMMELL@GMAIL.COM  
THELABDESIGNSTUDIO.COM  
415-672-2603

## EDUCATION

- 2013 **University of North Dakota**, Grand Forks, ND  
Master of Fine Arts in Visual Arts, Graphic Design
- 2009 **San Francisco State University**, San Francisco, CA  
Master of Arts in Industrial Arts, Graphic Design
- 2004 **California College of the Arts**, San Francisco, CA  
Bachelor of Fine Arts, Graphic Design  
Renowned Design Instructors: Michael Vanderbyl,  
Jennifer Morla, Jennifer Sterling
- 2001 **California College of the Arts**, San Francisco, CA  
Bachelor of Fine Arts, Painting and Drawing
- 2000 **Konstfack University**, Stockholm, Sweden  
Completed 21 credits in Painting and Drawing

## CONTINUING EDUCATION

- 2016 **How University, Webinar**  
Master SEO Rankings
- 2013 **Academy of Art University**, San Francisco, CA  
Completed 9 credits in Web Design  
Completed 3 credits in Letterpress Design
- 2006 **UC Berkeley Extension**, San Francisco, CA  
Completed 9 credits in Interior Architecture
- 1997 **French Program**, Paris, France  
Summer course in French

## AWARDS/PUBLICATIONS

- 2022 **Athens Institute for Education and Research**, Athens, Greece.  
Paper Publication  
Moshaver, S. (Presenter/Author), Brammell, L. (Author)  
12th Annual International Conference on Architecture,  
"Application of 3D-Conceptual Domain Models into  
Architecture and Interior Design Research Problems."
- 2022 **GDUSA Magazine**, National  
Graphic Design Award and Publication
- 2018 **GDUSA Magazine**, National  
Branding Design Award and Publication
- 2017 **GDUSA Magazine**, National  
Logo Design Award and Publication
- 2017 **GDUSA Magazine**, National  
Website Design Award and Publication
- 2017 **Rourke Art Museum**, Moorhead, MN  
Second Place Award

## ACADEMIC EXPERIENCE

LINDSEY BRAMMELL  
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21-pr **Assistant Professor | Program Coordinator**

Purdue University Fort Wayne, Department of Art & Design | Fort Wayne, IN

- Restructured, managed, and streamlined the design program to stay current with design trends and develop skilled designers.
- Replaced outdated courses with relevant and popular classes.
- Mentored design students and generating a higher level of design work through critique, guidance, and attention to detail.
- Taught classes in branding, package, typography, and design history.
- Committee member of multiple department committees including curriculum, budget, and student retention.

17-21 **Assistant Professor | Program Coordinator**

Concordia College, Department of Art & Design | Moorhead, MN

- Arranged designers to lecture and meet with design students.
- Restructured, managed, and streamlined the design program to stay current with design trends and develop skilled designers.
- Increased enrollment by replacing outdated courses with relevant classes.
- Managed a team of designers for the gallery's and department's promotional graphics.
- Mentored students and greatly enhanced the number of outside awards given to UX/UI design students by generating a higher level of design work through critique, guidance, and attention to detail.
- Taught classes in UX/UI, SEO, html/css, Adobe CC, branding, editorial, package, typography, and senior thesis.
- Committee member of curriculum, student reviews, and Journalism.

12-17 **Assistant Professor | Program Coordinator**

University of North Dakota, Department of Art & Design, Grand Forks, ND

- Managed the design program and stayed current with design trends.
- Arranged designers to lecture and meet with design students.
- Mentored design students and generating a higher level of design work through critique, guidance, and attention to detail.
- Taught classes in Adobe programs, UX/UI, HTML/CSS, SEO, graphic design, typography, and letterpress.

07-15 **Instructor**

Academy of Art University, Graphic & Web Design Department | San Francisco, CA

- Taught online classes in Adobe programs, UX/UI, and web content.
- Taught on-campus classes in Adobe programs.

09-12 **Graduate Teaching Assistant**

University of North Dakota, Department of Art & Design | Grand Forks, ND

- Taught classes in Adobe programs, graphic design, typography, and 2D/3D design.

2008 **Lecturer**

San Francisco State University, Department of Design & Industry | San Francisco, CA

- Taught classes in Graphic Design.

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## WORK EXPERIENCE

- 21-pr **Creative Director | UX/UI Designer**  
Lever Holdings | Alamo, CA
- Created interaction strategies that helped navigation and flow, designed wireframes and interactive prototypes for developers, organized website content.
  - Conceived, planned, and led the development of high-end useful digital products.
  - Responsible for ideating and execution of graphics and communication assets that impressed other start-up investors to partner with Lever Holdings.
  - Branded start-ups with UX/UI, logos, menus, signage, murals, interior architecture.
- 13-pr **Creative Director | UX/UI Designer**  
The Lab Design Studio | Fargo, ND
- Designed logos, menus, signage, murals, and interior architecture.
  - Created online campaigns and designed UX/UI practices for web and mobile.
  - Responsible for ideating and executing graphics and communication assets.
- 09-11 **Creative Director**  
University of North Dakota, Department of Art & Design | Grand Forks, ND
- Designed print and digital marketing solutions, promoting creativity and diversity.
  - Fostered collaboration and team building across teams of designers.
  - Led ideation, concept explorations, and solution execution for design assets.
  - Managed a team of designers for the gallery's and department's graphics.

## COMMISSIONS

- 22-pr **Marketing Design**  
Berkshire Hathaway, Los Angeles, CA (ongoing)
- Led ideation and concept exploration for ad and brochure designs.
- 22-pr **Branding and Marketing Design**  
Hay and Grain, Alamo, CA (ongoing)
- Responsible for ideating and execution of graphic communication assets.
  - Branded the sandwich shop from logo design to interior architecture.
- 22-pr **Branding and Marketing Design**  
Monks Barrel, Alamo, CA (ongoing)
- Multi-level branding project working with various design mediums.
  - Branded the beer garden from logo design to interior architecture.
- 22-pr **Branding, Marketing, and UX/UI Design**  
Lever Coffee, Alamo, CA (ongoing)
- Created interaction strategies that helped navigation and flow, designed wireframes and interactive prototypes for developers, organized website content.
  - Conceived, planned, and led the development of high-end digital web products.
  - Responsible for ideating and execution of graphics and communication assets that impressed other start-up investors to partner with Lever Holdings.
  - Branding included UX/UI, logo, menu, signage, mural, interior architecture.
- 20-22 **Bridge Design**  
City of Fargo, Fargo, ND
- Designed an overpass bridge, railing system, and lighting, collaborated with engineers and artists.
  - Designed a typeface that fit the requirements needed to be cut out of concrete.

## COMMISSIONS

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- 2022 **Alphabet Book**  
Charlie and Catalina the Cat, Personal Project (ongoing)
- Conceptualized, created, and executed the design of a children's alphabet book, teaching children letter sounds and how to read.
  - Evaluated current alphabet books and researched Montessori learning.
  - Utilized my Montessori research and developed the concept, story/poem, illustrations, and book layout.
- 2022 **Paper Presentation**  
Athens Institute for Education and Research, Athens, Greece.
- Moshaver, S. (Presenter/Author), Brammell, L. (Author)  
12th Annual International Conference on Architecture,  
"Application of 3D-Conceptual Domain Models into Architecture and Interior Design Research Problems,"
- 2022 **Food and Wine Menu Design**  
Press Club SF, San Francisco, CA
- Designed the permanent wine and food menu.
  - Design and concept ideation of menu designs for SF's most notable wine bar.
  - Evaluated current branding and incorporated company style into design decisions.
- 2022 **Logo Design**  
Recall, Paris, France
- Consulted and designed the logo for a large event design company creating upscale expansive designs for large corporations in South America and Europe.
- 2022 **Logo Design**  
LarsJens, Los Angeles, CA
- Led ideation and design of a logo for a real estate development agency.
- 2021 **Food and Wine Menu Design**  
Press Club SF, San Francisco, CA
- Designed the wine and food menu for rotating specialty items.
  - Design and concept ideation of menu designs for SF's most notable wine bar.
  - Evaluated current branding and incorporated company style into design decisions.
- 2021 **Logo and UX/UI Design**  
Smith Lemli Opitz Foundation, Fargo, ND
- Created interaction strategies that helped navigation and flow, met with the board.
  - Designed wireframes and interactive prototypes, organized website content.
  - Concept ideation and execution of the brand identity.
- 2021 **UX/UI Design**  
Heidi Goldberg, Moorhead, MN
- Designed and developed useful and elegant experiences across desktop and mobile.
- 16-20 **Catalogue Design and UX/UI Design**  
Proseed, Northern Midwest
- Reached a multitude of users with design of digital and print ads.
  - Designed and executed the production of catalogue layouts, kept with brand identity.

## COURSES TAUGHT

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- 21-pr **Purdue University Fort Wayne**  
Instructor of Record
- AD 40201 Graphic Design IV: Packaging and Display
  - AD 30301 Graphic Design II: Identity and Branding
  - AD 20101 History of Graphic Design
  - AD 10401 Introduction to Typography
- 17-21 **Concordia College**  
Instructor of Record
- Art 370 Digital Design
  - Art 378 Web Design
  - Art 407 Graphic Design
  - Art 440 Portfolio Prep
- 09-17 **University of North Dakota**  
Instructor of Record
- Art 112 Basic Design
  - Art 273 Graphic Design Foundations
  - Art 382 Typography
  - Art 480 Advanced Graphic Design
  - Art 491 Graphic Design Production
  - Art 491 Web Design
  - Art 498 Capstone

## SERVICE

- 21-pr **Purdue University Fort Wayne**  
Department Level
- Foundations Committee
  - Recruitment and Retention Committee
  - Website Committee
  - Budget Proposal Committee
  - Faculty Search Committee (Program Coordinator of Interior Design)
  - Portfolio Review Committee
  - BFA Thesis Committee
  - Graphic Design Program Coordinator
- 17-21 **Concordia College**  
College Level
- Multi-media Journalism Committee
- Department Level
- Gallery and Department Creative Director
- 09-17 **University of North Dakota**  
Department Level
- Curriculum Committee
  - Gallery and Department Creative Director
  - NASAD Committee

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## SKILLS

### Design Skills

- UX/UI Design
- Graphic Design
- SEO
- Layout and Composition
- Branding, Marketing Collateral
- Interior/Environmental Design
- Typography
- Package Design
- Illustration
- Drawing
- Painting
- Letterpress

### Technology Skills

- HTML/CSS
- XD
- Figma
- Sketch
- Photoshop
- Illustrator
- InDesign
- Acrobat
- Premiere
- Lightroom