

LINDSEY DOWD

GRAPHIC DESIGN SPECIALIST

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San Rafael, California

lindseytylerdowd.com

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SKILLS

PROFESSIONAL

Team Building
Project Management
Layout Design
Eye for Design, Color and Aesthetics
Typography
Retail Design
Vendor Relations
Budget Management

TECHNICAL

Adobe Creative Suite
Sketchup
SLR Photography
Capture One
Microsoft Office Suite

EDUCATION

Bachelor's Degree,
Fine Arts. University of
California, Santa Barbara

PUBLISHED PHOTOGRAPHY

MALIBU HOME, RH
GALLERY AT MELROSE
FEATURE, FOUR PAGE
SPREAD • FALL/WINTER
2011 • LOS ANGELES,
CALIFORNIA

VOLUNTEER EXPERIENCE

MAGAZINE LAYOUT
EDITOR
SOUTHERN MARIN
MOTHER'S CLUB •
2012 - 2016 • MILL VALLEY,
CALIFORNIA

MOUNTAIN BIKING
MENTOR
LITTLE BELLA'S •
2022-2023 • SAN RAFAEL,
CALIFORNIA

PROFESSIONAL SUMMARY

Highly skilled Graphic Design Production Leader with over twenty years of expertise in retail corporate visual merchandising. A versatile and creative professional proficient in **photography, production, design, and effective team leadership**. Skilled in tackling intricate design challenges with strong organization and communication, excels in fast-paced, high-pressure settings, committed to meeting deadlines and delivering top-quality projects.

WORK EXPERIENCE

GRAPHICS PRODUCTION LEADER

RESTORATION HARDWARE • APRIL 2013 - MAY 2023 • CORTE MADERA, CA.

- **Oversaw and Orchestrated Visual Communications:** Led and executed all graphic and communication efforts for the visual merchandising team, ensuring a cohesive and impactful brand image.
- **Innovation:** Spearheaded the conceptualization, project management and successful collaboration with external partners to elevate the visual mapping program from a 2D platform to a sophisticated 3D tool, resulting in the development of a visually captivating and highly intricate mapping application.
- **Photography and Creative Direction:** Captured, processed and provided creative direction for floor set photoshoots and the openings of new galleries, producing high-quality visuals aligning with brand standards.
- **Concepting and Design:** Played a pivotal role in conceptualizing, designing, and elevating the brand through photography and design, resulting in compelling visual merchandising strategies.
- **Streamlined Directives:** Created and curated directives driving process from beginning to end. Photographed every floor pad, edited photos, created bird's eye views and product listings and compiling final visual directive for more than 70 galleries.
- **Efficient Visual Communications Management:** Managed the creation and execution of all visual communications, including weekly directives and standards, ensuring that the brand's aesthetic was consistently maintained across all gallery spaces.
- **Documenting Gallery Openings:** Photographed and filmed over 18 gallery openings, facilitating internal communication and supporting gallery recovery efforts.
- **Vendor Relationship Management:** Proficiently nurtured existing vendor relationships while forging new partnerships, leading to the development of cost-effective solutions and fostering innovation. Notably, in 2004, annual expenditures on directives amounted to \$420k. Through strategic collaboration and the streamlining of the visual merchandising directives, annual costs were reduced to \$130k.

MOCK GALLERY LEADER

RESTORATION HARDWARE • MARCH 2015 - JUNE 2020 • CORTE MADERA, CA.

- **Oversaw Furniture, Decor, and Prop Installation:** Coordinated the installation of furniture, decor and props in the mock store gallery ensuring everything was set up correctly.
- **Conducted Mock Store Gallery Set-Up Meetings:** Organized and led meetings related to the set-up of the mock store gallery. Discussed the layout, design and overall vision for the gallery.
- **Sample Intake Management:** Received and organized the product samples for display in the mock store.
- **Collaboration with Cross-Functional Partners:** Worked closely with teams from various departments, including catalog, product development and merchandising ensuring the gallery accurately represented the brand and its products.

L I N D S E Y D O W D

G R A P H I C D E S I G N S P E C I A L I S T

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WORK EXPERIENCE CONTINUED

○ GRAPHIC DESIGNER

RESTORATION HARDWARE • APRIL 2008 - MAY 2013 • CORTE MADERA, CA.

- **Icon Library Creation and Development:** Created an icon library representing furniture, lighting, rugs, decor and props/fixtures drawn to scale, ensuring accuracy in relation to gallery maps helping in planning and executing the gallery setup with precision.
- **Script Program for Icon SKU Library:** Created a script program to manage the icon SKU library in relation to visual mapping. The system is designed to assign, track and manage product information for each icon, streamlining processes across multiple departments like merchandising and sourcing, increasing efficiency and accuracy in managing product data.

○ VISUAL MERCHANDISING COORDINATOR

RESTORATION HARDWARE • JULY 2004 - APRIL 2008 • CORTE MADERA, CA.

- **Execution of Directives for Multiple Galleries:** Responsible for executing directives for more than 70 galleries to be set up in stores. Directives included taking photos, editing photos, creating bird's eye views (overhead layouts) and obtaining product listings. Complied all necessary parts to create final directive for all galleries and home office partners.
- **Ensuring Consistency:** Ensured visual directives were consistently applied across all galleries, maintaining the brand's image and standards.

○ VISUAL MERCHANDISING COORDINATOR

ILLUMINATIONS • JUNE 2002 - MARCH 2004 • PETALUMA, CA.

- **Execution of Directives for Multiple Galleries:** Led the planning, design, and execution of captivating visual displays for all Illuminations retail locations, consistently surpassing established visual merchandising standards.
- **Collaboration with Cross-Functional Partners:** Collaborated seamlessly with cross-functional teams, including product development and marketing, to ensure alignment between visual presentations and brand objectives, resulting in cohesive and impactful displays.
- **Organized Calendar:** Created and meticulously maintained a dynamic visual merchandising calendar, ensuring the punctual execution of seasonal and promotional displays.
- **Efficient Visual Communications Management:** Developed and implemented comprehensive training programs for store associates, equipping them with best practices in visual merchandising, thereby elevating the in-store customer experience.
- **Props and Fixtures Management :** Efficiently managed the procurement of props, fixtures, and display materials, skillfully optimizing cost-effectiveness while nurturing valuable vendor relationships.
- **Collaboration with Field Leaders:** Conducted routine store visits to meticulously audit visual merchandising compliance, offering constructive feedback for continuous improvement in presentation quality.