

Lindsey Tutorow

Art Director · Indianapolis, IN

317.709.5097 · lindseytutorow@gmail.com · lindseytutorow.com · LinkedIn

PROFILE

I'm a curious, hands-on, kind of nerdy art director who's happiest when an idea finally clicks. The best part of the job for me is the collaboration: tossing ideas back and forth with my team and learning something new on every project.

EXPERIENCE

TrendyMinds

Indianapolis, IN

Art Director

Jun 2026 – Present

- Lead concept development and visual direction for campaigns, brand identities and events, working closely with copywriters and creative directors.
- Pitch and present creative to clients and walk them through the strategy behind it.
- Ensure work is consistent and on brand across video, social, print, events and spaces.
- Direct photographers, illustrators, animators and print vendors through production.
- Mentor junior designers and give clear, constructive feedback in creative reviews.

Designer / Senior Designer

Nov 2021 – Mar 2023 / Mar 2023 – Jun 2026

- Designed and storyboarded integrated campaigns across print, digital, out-of-home and live events.
- Created trade show and event experiences, from booth design to environmental graphics.
- Contributed to concept development and presented design rationale to clients.

Central Midwest Carpenters

Greenwood, IN

Marketing & Communications Specialist

Sep 2019 – Nov 2021

- Set the visual direction for integrated campaigns aimed at members, the public and lawmakers.
- Shot and edited photo and video for social, web and events.
- Designed print, signage, event pieces and social content, and ran targeted paid social campaigns.
- Wrote copy for the website newsroom, social posts and print pieces.

Avant Healthcare, a DWA Healthcare Communications Group company

Carmel, IN

Speaker Bureau Program Coordinator

Apr 2018 – Aug 2019

- Led the speaker program for Eli Lilly's Emgality launch, with live and virtual events.
- Managed scheduling, contracts, logistics and compliance for a large network of industry speakers.
- Managed timelines across multiple programs, vendors and stakeholders to deliver every event on schedule.

EDUCATION

Columbia College Chicago

Trustee Award, Academic Award

BA, Theatre and Design

2017

EXPERTISE

Creative · Concepting and art direction · Brand systems · Typography and layout · Storyboarding · Photo, video and 3D direction · Experiential and environmental design · Photography and compositing

Tools · Adobe Creative Suite · Illustrator · Photoshop · After Effects · Premiere Pro · Final Cut Pro · Blender · Substance Painter · Figma · Framer · Workfront