

LINDSAY CASTLEMAN

CREATIVE STRATEGIST & DESIGNER

GET IN TOUCH

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LinkedIn

Work Experience

GRAPHIC DESIGNER | DULUTH TRADING CO.

2022-Current | Mt. Horeb, Wisconsin

- Played an integral role in high-level creative concepting and art direction across digital, print, and product design teams, helping define Duluth's bold brand identity.
- Collaborated with brand partnerships including Hamm's, Pheasants Forever, and Leinenkugel's, by helping translate collaborative concepts into cohesive creative outputs.
- Trained cross-functional partners on brand initiatives and design best practices to ensure consistent visual execution across channels.

FREELANCE DESIGNER | CREATIVE CABANA

2025-Current | Remote

- Collaborated with brands—primarily in the wedding industry—to develop logos, visual elements, and brand assets alongside Art Director Emily Neel.
- Strengthened skills in branding, illustration, and production through hands-on creative development and client collaboration

FREELANCE DESIGNER | SOMOS STUDIOS

2021-2022 | Remote

- Supported the growth of Maggie Goldhammer's independent studio by contributing to branding, file organization, and the creation of client branding kits.
- Collaborated on creative projects and participated in weekly planning sessions focused on studio development.

FREELANCE DESIGNER | ENGWALL FLOWERS

2020 | Duluth, Minnesota

- Led a rebrand for Engwall Flowers, refreshing the identity while preserving key logo elements to maintain customer recognition.
- Partnered with Ashley Castleman to design a new visual system and collaborated with local vendors to produce and implement materials, balancing modern appeal with brand loyalty.

Career Summary

Versatile designer and strategic thinker experienced in leading brand strategy, high-level creative concepting, and visual identity across multidisciplinary teams. Brings 5 years of hands-on design experience creating campaigns, product elements, and cohesive brand systems.

Education

Graphic Design, BFA

Iowa State University
2018-2022

Skills & Tools

Creative Strategy

Brand Development

Content & Campaign Planning

Art Direction

Social Media Strategy

Print Editorial Design

Web & Email Design

Digital Advertising

Illustration

Adobe Creative Suite

Figma

Procreate

Google Workspace

Trello & Slack Workspaces

HTML & CSS (basic)