

# Lindsey Engelhardt

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## Achievements

Presenter of two Editor's Choice sessions for the international CreativePro Design + Accessibility Summits (Nov. 2022 // Sept. 2025).

Mentored three designers into senior design roles, one of whom became a senior designer at NASA.

## Experience

### TRIMETRIX

■ **Content & Design Manager** // Jun. 2023–Present

■ **Senior Graphic Designer** // Feb. 2021–Jun. 2023

■ **Instructional Designer** // Mar. 2019–Feb. 2021

Drove 266% team growth to 11 members by managing designers, a copy editor, and a web developer, fostering collaboration and streamlining project workflows.

Enhanced branding and design, elevating the professional appearance of materials for 11 federal projects within the U.S. Department of Health and Human Services (HHS).

Established project workflow processes, charting workflows, communicating expectations, and improving project handoff efficiency for design deliverables within quick turnarounds.

Decreased project completion times by 50% through analyzing intricate workflows and developing sophisticated templates.

Addressed design gap on proposals by writing creative scopes, developing timelines, and forecasting resources, resulting in eight recurring or firm fixed price contracts for design services.

Presented website mock-ups to three HHS agencies, which included design decisions based on user focus group feedback.

### AURORA UNIVERSITY

■ **Adjunct Professor** // Jan. 2023–Aug. 2024

■ **Course Developer, Digital Marketing & Design** // Sept. 2022–Jun. 2023

Guided 34 graduate-level digital marketing and design students in four classes through multi-channel design approaches.

Developed curriculum for Design for User Experience and Portfolio Project courses, focusing on Figma, accessibility, user testing, project management, and mentor relationships.

## Skills

### DESIGN & CREATIVE

Adobe InDesign

Adobe Illustrator

Figma

Adobe Premiere Pro

WordPress

Creative Direction

Content Development

Graphic Design

Branding

Layout Design

Web Design

UX Design

### ACCESSIBILITY

WCAG

ADA & Section 508/504

Accessible Design Principles

Accessibility Testing

### PROJECT MANAGEMENT

Project Planning

Workflow Optimization

Resource Allocation

Timeline Management

Client Communication



## McCORMICK CENTER FOR EARLY CHILDHOOD LEADERSHIP @ NATIONAL LOUIS UNIVERSITY

- **Director of Special Projects** // Oct. 2018–Mar. 2019
- **Marketing Manager** // Dec. 2016–Oct. 2018
- **Marketing Coordinator & Graphic Designer** // Mar. 2014–Dec. 2016

Directed two annual multi-channel marketing campaigns which included website, email, social, and print channels, aligning with strategic priorities.

Spearheaded data cleaning and integration, connecting three data hubs (CRM, registration, MailChimp) via APIs, improving data accuracy.

Developed a monthly marketing report with data from email, social media, Google Analytics, and CRM, recommending outreach improvements.

Streamlined email marketing, evaluating data and establishing a process for annual cleaning of subscribers, increasing open rates by 55%.

## PRIOR JOB HISTORY

- Lindsey Engelhardt Design // Owner, Designer, & Strategist // Mar. 2012–Jun. 2018  
Greenlee // Graphic Designer // Nov. 2012–Feb. 2014  
Saturday Studios // Graphic Designer & Project Manager // Mar. 2012–May 2013  
Shaw Suburban Media // Designer & Copy Editor // Sept. 2011–Mar. 2012  
Daily Egyptian // Design Chief, Editor-in-Chief, & Reporter // Feb. 2008–May 2011

## Selected Publications & Presentations

- Engelhardt, L. (2026, Feb. 24). *Behind the Brand*. TriMetrix. <https://trimetrix-inc.com/news/behind-the-brand/>
- Engelhardt, L. (2025, Sept. 16). WCAG and PDF/UA Walkthrough: Simplifying the Standards. [Conference session]. Design + Accessibility Summit, CreativePro Network, Online, United States.
- Engelhardt, L. (2023, Sept. 28). *How to Get Started with Accessible Design*. CreativePro Magazine. <https://creativepro.com/how-to-get-started-with-accessible-design/>
- Engelhardt, L. (2022, Nov. 29). Accessibility Square One [Conference session]. Design + Accessibility Summit, CreativePro Network, Online, United States.
- Engelhardt, L. (2017, Jan. 12). Consultants' Essentials: Websites 101 [Webinar]. Early Childhood Investigations Webinars, Online, United States. <https://earlychildhoodwebinars.com/webinar/consultants-essentials-websites-101-lindsey-engelhardt-no-certificate>
- Engelhardt, L. (2014). [Alumni Speaker Presentation]. Design Days, Southern Illinois University, Carbondale, Illinois, United States.

## Education

### NATIONAL LOUIS UNIVERSITY

MBA (Dec. 2021)

### SOUTHERN ILLINOIS UNIVERSITY CARBONDALE

BFA, Art & Design  
(May 2011)

Minor, Journalism

SIUC Women's Swimming & Diving Team (Walk-on)