



Ling Sigstedt ■ Creative Designer

T: 720.404.4503 E: lingsdzn@gmail.com W: www.lingsdesign.com

L: <https://www.linkedin.com/in/lingmcpheil/> Denver Metro Area

INNOVATIVE ■ COMMITTED ■ STRATEGIC ■ DETAIL-ORIENTED ■ TEAM-BUILDING

STRENGTHS

- Exceptional artistry with ability to wear many hats.
- Analyze project scope to quickly assess needs, set expectations, deliver on time, and stay on budget.
- Easily collaborate and build relationships with teams and clients.
- Consultative mindset: detail-oriented and able to problem-solve and recommend effective solutions to high-level stake holders.

Creative graphic designer, art director, project management, budget management, illustrator, web design, print management, animation, advertising, book design, client relationship-building, strategic, analytical, conceptual

SKILLS & KNOWLEDGE BASE

EXPERT: Adobe CS Photoshop, Illustrator, InDesign, Acrobat, MS Word Excel, PowerPoint WordPress (Divi Theme, Avada Theme)

PROFICIENT: CSS, HTML, SEO techniques, After Effects

FREELANCE ART DIRECTOR ■ LING'S DESIGN, Sep 2015 to Present

- CLIENTELE: Evolution Communications Agency, Columbia University Medical Center, Atlanta Center for Reproductive Medicine, Colorado Children's Health Network, Bullying Recovery Resource Center, Colorado Allergy & Asthma Centers, Geo Tours Whitewater Rafting, Viveve, RMA of New York, Colorado Center for Reproductive Medicine (CCRM), Houston IVF, Jen Joyce Coaching
- Branding expert; brand standards, identity programs, marketing development efforts (logos, multiple websites, digital assets, print collateral, signage, packaging, email and landing pages, brochures, email blasts, newsletters, etc.).
- Book design and production for self-publishing authors
- Art direct and project-manage multiple aspects of creative work to stay on budget and on schedule. Hired and managed 5+ team members and contractors, support and manage client brands, and assured creative continuity.
- Work with web developers to analyze project, schedule and set expectations. Negotiate contracts to stay within company standards and project scope.
- Define requirements ahead of time to negotiate contracts effectively and assure costs stay within client's budget.
- Ability to be a one-stop shop person who can work both on web and print design, illustrate, put out fires, and produce on time.
- Vet web and print solutions with vendors, contractors, and key stakeholders to assure best practices for business.

WEB SOLUTIONS CONSULTANT ■ XCEL ENERGY, Jun 2013 to Sep 2015

- Facilitate, document, and report on web governance and data security reviews.
- Manage demand by collaborating with customers, business systems partners, outside vendors and other stakeholders to identify customer requirements, assess impact to other systems, consider available alternatives, compare costs and recommend solutions.
- Account manage stakeholders of internet, intranet and extranets on the OpenText platform.
- IT project consultant on website conversion to responsive design; migration of My Account payment and presentment site to HTML5 and mobile ARCGis Maps for outages.
- Managed enterprise-wide upgrades for OpenText and Windows /Office
- Key consultant for My Account & O Power usage tools
- Communicate effectively with key leadership, business peers, IT peers and vendors to solve business/technical problems and provide technical solutions.

FREELANCE ART DIRECTOR ■ LING'S DESIGN, Sep 2012 to Jun 2013

- Maintain all phases of business for freelance print and web design projects for Colorado Center for Reproductive Medicine, Azmaya Chocolate Toffee, Jen Joyce Coaching, Geo Tours Whitewater Rafting

FAMILIAR: HTML5, XML
OpenText, JavaScript
Animation, Prezi, Joomla,
Photography, video
editing

EDUCATION

- Colorado Institute of Art;
Denver, CO; Major:
Advertising Design
- Parson’s School of
Design; New York, NY;
Major: Illustration
- Syracuse University;
Syracuse, NY; Major:
Graphic Design

AWARDS

- 2009 Horizon Interactive
Award
- 2007 AIM Award
- 2000 IABC Gold Pick
and Nominated as
Outstanding Employee
of the Year (Xcel
Energy)
- 1999 IABC Gold Pick,
(2) Bronze Quill, Award
of Merit
- 1996 tax site of the
month, Ernst & Young
LLP
- 1995 ADCD Bronze
- 1994 IABC Bronze Quill,
Award of Merit
- 1993 ADCD Bronze and
Utility Communicator’s
International,
Outstanding
Achievement
- 1990 ADCD Bronze

ART DIRECTOR ■ CLICK POINT, May 2008 to Sep 2012

- Design/research/produce artwork on wayside signage, trail and visitor center interpretive panels for Wyoming State Parks Historic Sites and Trails (WSPHST).
- Design interpretive panels at the remodeled Fort Fred Steele ruins in Carbon, Wyoming; research/procure use of over 500 historic images.
- Collaborate design/produce artwork on digital toys and games for touchscreen kiosks at the Globeology display of The Wildlife Experience.
- Designed touch-screen kiosk game console for children in the lobby of Young American Bank
- Design/produce interface for PepsiCo training modules; use video, animation, photography and illustration to convey complex manufacturing topics.

CREATIVE DIRECTOR ■ VANGUARD COMMUNICATIONS, Apr 2003 to May 2008

- Manage and direct creative staff to produce graphic design, ad campaigns and web designs.
- Pitch/design/produce ad campaigns for Bellco Credit Union.
- Pitch/design/architect three web sites in the IntegraMed network of infertility clinics.
- Pitch/produce tradeshow display graphics for backcountry ski gear manufacturer, BCA.
- Create award-winning national press package and website for Western English Trade Association (WETA) for equestrian trade and fashion.

FREELANCE ART DIRECTOR ■ LING’S DESIGN, Sep 2000 to Apr 2003

- Maintain all phases of business for freelance print and web design projects.
- CLIENTELE: GEO Tours Whitewater Rafting; Chrismer Ltd.; Community Strategies; North American Transportation Management Institute (NATMI); Electronic Storefronts and Vanguard Communications.

CORPORATE ART DIRECTOR ■ XCEL ENERGY, Apr 1991 to Sep 2000

- Team leader for creative services and managed two full-time graphic artists and design contractors.
- Design company corporate identity program based on new logo including identity manual, website, logos, mass-market bill, signage, advertising, fleet vehicles, etc.
- Develop interface design/architecture for first electronic bill payment/presentation (EBPP).
- Deploy the first company website; including IA, design, maintenance, and contracted programming.

REFERENCES

"Ling is supportive, collaborative and knowledgeable. I've watched her handle big complicated projects without flinching and I've watched her turn small projects into something big. She has great design skills and strong conceptual instincts and works fast!"

–Jordan Peel, Senior Communications & PR Professional

"Ling was an excellent art director at Click Point, creating innovative designs for a variety of interpretive projects for museums, visitor centers, and wayfinding exhibits. Her strong work ethics contributed to client satisfaction in our approach to developing exhibit content and to our completion of projects in a timely manner."

–Dennis Henry, Executive Producer, Click Point

"Ling is a design pro! Her experience makes her an ideal freelance designer for any business. Our firm has called on her graphic design expertise over the years. The quality of her work along with how easy she is to work with never disappoints."

–Lisa Scott, Website & Marketing Consultative, EdOutWest