

LINDSAY E. BRINE

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EMPLOYMENT

Contractor, ResultStack, June 2021–Currently
Adjunct Professor, Radford University, January 2022–March 2022
Creative Director, Designsensory, May 2018–December 2021
Associate Creative Director, Designsensory, December 2016–2018
Adjunct Professor, The University of Tennessee, Knoxville, August 2016– December 2016
Senior Art Director, Designsensory, February 2009–2016
Art Director, Media South, April 2007–February 2009
Designer, Designsensory, January 2005–April 2007

Designsensory 1740 Commons Point Drive, Knoxville, TN 37932 designsensory.com

EDUCATION

Masters of Fine Arts, Service Design, Savannah College of Art and Design
Expected Graduation, Spring 2023

Bachelor of Fine Arts, Graphic Design, University of Tennessee, Knoxville.
Thesis: *Oniomania: Beware of the Vine Which Can Entwine*
Minor in Studio Art, Drawing.
Cum Laude, May 2004

SELECT WORK COMMISSIONS

Explore Georgia, Visitor Information Centers disability and inclusion audit and report

Tennessee Aquarium, [influencer program](#), concept and creative direction for *Conservation Crew*, a [Pilot Episode](#) for a TV/Connected TV show for kids

[Boyne Resorts](#)/Gatlinburg SkyLift Park, event activations and marketing, PR, design, illustration, photography and environmental signage

Discover Greenwood, Ready to Ride, Tourism [Campaign](#) pivot for COVID-19, video and photography, paid digital, social media calendaring and content creation for Visit Greenwood, SC

Charles H. Coolidge National Medal of Honor Heritage Center, Grand opening campaign support, print materials, [podcast](#) creation and production, photography and videography, commercials

Biltmore Estate, Redesign of [Biltmore.com](#) and launch and design of [Biltmoreshop.com](#). Product and lifestyle photography for Biltmoreshop.com, brand guidelines and promotional video

[Visit McMinnville, TN](#), branding, brand launch strategy, [website](#), print collateral, influencer activation, photography and video content creation, contest and on-going blog support

Augusta Convention and Visitors Bureau, [destination tourism marketing](#), campaign guidelines, photography and [videos](#), print and digital advertising

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Knoxville 225th Anniversary Commemorative Poster, Commissioned by the Tennessee Department of Tourist Development for the City of Knoxville, 2016

STEM Scouts, Boy Scouts of America, [branding](#), pilot program launch and national program implementation through print, [digital](#) and social platforms

[Tennessee Department of Economic and Community Development](#), website, print collateral, anthem video and Memphis Megasite promotional advertising

[Wilson, Arkansas](#), website, print collateral, town signage system, destination development marketing

[Medal of Honor Convention](#), pitch proposal, brand identity system, event collateral and marketing, art direction for the first-ever photo shoot of the medals

[tnvacation.com](#), State of Tennessee Official Tourism Website

Lead art director, designer and UX/UI designer. TDTD's website produces over 5 million annual site visits. Named a "Top 20 Tourism Website" by Skift Travel IQ. Collaboration with Jon Contino, New York illustrator on brand elements.

Patricia Nash Designs, Brand development, advertising, website and photoshoots.

Knoxville-based handbag retailer with distribution in Nordstrom, Macy's, Zappos and Lord & Taylor.

CREATIVE DIRECTION AND BRAND MANAGEMENT EXPERIENCE

Creative Direction and Brand Strategy

Integrated Marketing Strategy, Cross Platform Messaging, Brand Deck Facilitation, Goal Setting, Annual Planning, Brand Audit and Consultation, Creative and Strategic Brief Development, Diversity, Inclusion and Equity Consultation and Implementation

Brand Identity, Marketing and Print Design

Creative Concepting, Brand Systems and Standards, Art Direction, Design, Print Production, Pre-press and Press Checks, Proofing, Photoshoot Scouting, Storyboarding, Wardrobe and Styling, Illustration, Influencer Marketing, Social Media Strategy, Email Marketing, Paid Digital and Traditional Advertising, OOH, Environmental Design, Experimental and Event Marketing

Interactive Design

Information Architecture, User Flows, User Interface Design, Human Centered Design Solutions, Content Management Systems, Content Strategy, API Integration, Platforms, E-commerce, Responsive Website Design, App Design

Communication and Business Development

Leadership, Client Presentations, Budgeting, Critical Thinking, Inspired Visual Problem Solving, Iterative Prototyping, Internal Team Cross-Collaboration

HONORS AND AWARDS

2021 ADDY® Awards

Tennessee Aquarium Conservation Crew (Best of Logo/Branding)

2020 Holiday Twists and Turns Mailer (Silver)

2020 Holiday Twists and Turns (Silver)

Gatlinburg SkyLift Park Signage (Silver)

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Gatlinburg SkyLift Park Mobile Interaction (Silver)
Greenwood Ready to Ride Campaign (Silver)
Medal of Honor Valorcast (Silver)
Tennessee Aquarium Conservation Crew Episode (Silver)

2020 Hall of Fame Inductee, AAF Knoxville

2020 ADDY® Awards

Biltmore.com Marketing Website (Best of Website)
Gatlinburg SkyLift Launch Campaign (Gold)
Roane ECD Sales Collateral (Silver)
K-25 Visitor Center and Overlook (Silver)
Biltmoreshop.com Ecommerce Website (Silver)
Knoxville TVA Credit Union 85th Anniversary (Silver)
Designsensory Spark Campaign (Silver)
Biltmore.com Branding (Silver)

2019 ADDY® Awards

Blount County Airport Campaign (Best of Out of Home)
Visit McMinnville “Life in Bloom” Campaign (Judges Choice)
Blount County Out Of Home Campaign (Gold)
Wilson Fairgrounds Logo (Gold)
Knoxville TVA Employees Credit Union Interior Designs (Silver)
Visit McMinnville “Life in Bloom” Videos (Silver)

2018 ADDY® Awards

Osprey Point Print Collateral (Best of Print)
Augusta Tourism 2017 Tourism Advertising Campaign (Judges Choice)
North Carolina Outward Bound 50th Anniversary Digital Experience (Gold)
Knoxville Entrepreneur Center “The Maker City” Branding (Gold)
Zoo Knoxville “Dream Wilder” Fundraising Campaign Print Collateral (Silver)
Zoo Knoxville Tiger Crate (Silver)
Osprey Point Website (Silver)
Augusta Tourism 2017 Video Commercials (Silver)

2017 ADDY® Awards

University of Tennessee Extension Be More Campaign (Best of Cross Platform)
Outward Bound Websites System (Judges Choice)
Roane Alliance Print Collateral (Gold)
Designsensory Holiday Card (Gold)
East Tennessee Human Resources Agency Brand System (Silver)
University of Tennessee Extension Be More Website (Silver)
Visit Augusta 2016 Annual Report (Silver)
Visit Wilson, AR 2016 Tourism Book (Silver)

2016 ADDY® Awards

STEM Scouts National Integrated Campaign (Best of Show Overall and District 7 ADDY®)
STEM Scouts National Website (Best of Show Interactive and District 7 ADDY®)
Designsensory Website (Gold)
Roane Alliance Brand System (Gold)
Perceptics General Brochure (Silver)
Perceptics Website (Silver)
Wilson, Arkansas Website (Silver)

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2016 PRSA V Award

- Be More Campaign, University of Tennessee Institute of Agriculture Extension (Award of Merit)
- Roane Alliance Internal Video Program (Award of Quality)

2015 ADDY® Awards

- Tennessee Economic and Community Development Brochure (Gold and District 7 ADDY®)
- Tennessee Department of Tourist Development Website (Gold)
- Designsensory Promotional Brochure (Gold)
- Tennessee Economic and Community Development Website (Silver)
- Tennessee Film, Entertainment and Music Commission Website (Silver)
- Medal of Honor Convention Multimedia Campaign (Silver)
- Medal of Honor Gala Program (Silver)
- Tennessee Fund Guidebook (Silver)
- Designsensory Stationery System (Silver)

2014 ADDY® Awards

- Tennessee Department of Tourist Development Summer Website (Gold)
- Tennessee Department of Tourist Development Make Summer Last Video Spots (Gold)
- Tennessee Department of Tourist Development Guide Cover (Silver)
- Lamar Advertising Website (Silver)
- Drive to 55 Logo (Silver)
- Goodwill Vintage Fashion Show Campaign (Silver)
- Tennessee Civil War Sesquicentennial Website (Silver)
- Tennessee Department of Tourist Development Make Summer Last Campaign (Silver)

2013 ADDY® Awards

- Patricia Nash Designs Mixed Media (Gold and Judges Choice Award)
- Tennessee Civil War Sesquicentennial App (Gold)
- Patricia Nash Designs Website (Gold)
- RIVR Media Website (Silver)
- Medal of Honor Convention Print Collateral (Silver)

2012 ADDY® Awards

- The Legacy Centre Website (Gold and Gold District 7 Addy)
- Designsensory 10-year Anniversary Campaign (Gold)
- The Legacy Centre Logo (Silver)
- Basi Pilates Website (Silver)
- University of Tennessee Medial Center Fans of Hope Website (Bronze)

2012 AIGA TEN Awards

- Patricia Nash Designs Photography (Gold)
- Goodson Brothers Packaging (Silver)

2011 ADDY® Awards

- North Carolina Outward Bound Website (Silver)
- Secret Safe Place Campaign (Silver)

INVITED PRESENTATIONS

- 2021 The University of Tennessee, Journalism, JEM 415 Spring 2021 Keynote Speaker
- 2020 The University of Tennessee, Journalism, JEM 415 Spring 2020 Keynote Speaker

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- 2019 Tennessee Governor’s Conference on Hospitality and Tourism “Tops The Charts!”
Fundamentals of Tourism Super Seminar Panel Discussion
- 2018 Tennessee Governor’s Conference on Hospitality and Tourism “Reaching New Heights”
UNDER THE INFLUENCE: Utilizing Influencers and Micro-Influencers in your Marketing
by Joseph Nother and Lindsay Miller
- 2017 Tennessee Governor’s Conference on Hospitality and Tourism “Smoky Mountain Strong”
Standing Out From All the Rest: Discovering and Promoting Your Unique Selling Proposition
by Lindsay Miller and Jessica Johnson
- 2013 AIGA Knoxville Design Week Panel, May
- 2012 Tennessee Civil War Sesquicentennial Commission App Presentation, May
- 2011 Pellissippi State Community College Design Presentation on Branding, November

PUBLISHED WORK

- 2016 *Mood Boarding: What it is and How it Helps Build Design Concepts*
[Designsensory Thinking](#)
- 2013 *Medal of Honor Photoshoot in Carson City*
[Designsensory Thinking](#)
- 2013 *Design Week Panel: Design for Good*
[Designsensory Thinking](#)
- 2010 *Logo Lounge® Shapes and Symbols* Master Library Series
Hopkins 4K for Cancer, Lifesaver Luau, Cornerstone Development Group,
Sevier Heights Church, Lola B.
- 2006 *Print Regional Design Annual*
Sevier Heights Brand and Stationery System
Print Regional Design Annual
Ad Campaign for a Secret Safe Place for Newborns
- 2005 *Print Regional Design Annual*
University of Tennessee Senior Show
- 2004 *HOW Magazine*
University of Tennessee Senior Show
- 2004 *Graphic Deign USA* December Awards Annual
University of Tennessee Senior Show

EXHIBITIONS

- 2004 *Facts/Fiction*, Exhibition with Nick DeFord, Gallery 1010
AIGA TEN Show, University of Tennessee Senior Show\

CONFERENCES

- 2019 Chattanooga Tourism Summit 2019
- 2019 Augusta’s State of Tourism Luncheon
- 2019 Tennessee Governor’s Conference on Hospitality and Tourism, Nashville, TN
- 2018 First Round, Under Consideration, Atlanta, GA
- 2018 Augusta’s State of Tourism Luncheon
- 2018 Tennessee Governor’s Conference on Hospitality and Tourism, Kingsport, TN
- 2017 Augusta’s State of Tourism Luncheon
- 2017 Tennessee Governor’s Conference on Hospitality and Tourism, Gatlinburg, TN
- 2016 HOW Design Live, Atlanta, GA

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2008 AIGA Leadership Retreat, Omaha, NB
2007 AIGA Leadership Retreat, Miami, FL

ASSOCIATION MEMBERSHIPS

2009–Current American Advertising Federation (AAF)
2004–2018 AIGA | the professional association for design
2000–2004 National Society of Collegiate Scholars

COMMUNITY

2021 Knoxville Entrepreneur Center, Brand Camp Instructor
2021 Radford University, Graphic Design Senior Portfolio Guest Reviewer
2007–Current University of Tennessee, Graphic Design Senior Thesis or Portfolio Guest Reviewer
2016 AAF Roanoke Judge, Roanoke, VA
2014–2015 Goodwill GoodGuides® Youth Mentoring Program
2006–2008 AIGA Knoxville Board of Directors, President
2007 Tennessee School for the Deaf Art Competition Juror
2006–2008 Knox Metro U12 Competitive Soccer Coach
2005–2006 AIGA Knoxville Board of Directors, Treasurer

TRAVEL TO INFORM CROSS CULTURAL COMMUNICATION RESEARCH

2018 Santorini, Greece
2018 Athens, Greece
2018 Istanbul, Turkey
2018 La Vega, Dominican Republic
2017 Erbil, Iraq
2016 Hong Kong, China
Santo António, Macau
2015 Barcelona, Spain
2013 Arcahaie, Haiti
2012 Vatican City and Rome, Italy
Paris, France
2011 Amsterdam, Netherlands
Jerusalem, Israel
London, England
Santiago, Dominican Republic
Arcahaie, Haiti
2010 Madrid, Spain
Santo Domingo, Dominican Republic
2009 Port-au-Prince, Haiti
Paris, France
2007 Nairobi and Narok County, Kenya
2004 Natal, Brazil
2001 Pantanal, Brazil
2000 Rio de Janeiro, Brazil
Pindamonhangaba, Brazil
1999 Manaus, Brazil

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REFERENCES

Ken Smith, Associate Professor at Radford University
ksmith507@radford.edu

Chris Wise, Director of Strategy, Designsensory
cwise@designsensory.com

Chris McAdoo, Director of Strategy and Engagement, Knoxville Entrepreneur Center
chris@knoxec.net

Paula Solomon, President, P Solomon Consulting
psolomonconsulting@gmail.com

Josh Loebner PhD, Global Head of Inclusive Design, Wunderman Thompson
jloebner@gmail.com