



Lindsay E. Brine

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2217 Belt Road
Knoxville, TN 37920

(865) 274-1902
lindsayelainebrine@gmail.com
lindsaybrine.com

Hi.

About

Creative Director with 16+ Years of Experience

A self-driven leader who thrives in digging deep to understand and solve problems by translating data and insights into unique brand stories that deliver results, provide value and compel action. I hold high standards of excellence, and value communication and collaboration among colleagues and clients. I have an endless curiosity in creative outcomes that are innovative and unexpected. I genuinely love what I do.

Differentiators

Knowledge and experience in complex interactive design solutions (*Biltmore.com, Biltmoreshop.com, USA Triathlon Membership Portal, tnvacation.com, Outward Bound USA, Cades Cove App, PwC Access Your Potential Assessment Tool*), systematic brand development (*Patricia Nash, Augusta, GA, Biltmore Shop*), branded content pilot show (*Tennessee Aquarium*), photo and video production (*Knoxville TVA Employees Credit Union, Biltmore Shop, Patricia Nash, Discover Greenwood, Augusta, GA*), podcast creation (*Medal of Honor Heritage Center*), event ideation, activations and PR (*Gatlinburg SkyLift Park*), diversity, equity and inclusion research and recommendations (*Explore Georgia, Tennessee Aquarium*), audio branding (*Knoxville TVA Employees Credit Union*), extensive economic development and tourism industry knowledge, influencer programming (*Visit McMinnville, Tennessee Aquarium, Discover Greenwood*) and fundraising campaigns (*Medal of Honor Society, Tennessee Fund, One Vision International, Street Hope TN/Garland Oaks*).

Humble Brags

2020 Hall of Fame Inductee, AAF Knoxville; AAF Addy Show Awards: Best of's (Show, Branding, Website, Out of Home, Print and Cross Platform), Judges Choice, Gold and Silver Awards; work featured in *Print, HOW* and *Graphic Design USA* magazines. Adjunct professor at the University of Tennessee (UTK) and guest portfolio reviewer at UTK, Pellissippi State and Radford University.

Interests

Teaching and mentoring young designers, professionals and entrepreneurs. Non-profit organizations that advocate for people and policies that change the world. Travel (visited 16 countries), art, pottery, hiking, my dogs (Cooper and Jackson) and family.



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Experience

Designsensory
1740 Commons Point Dr.
Knoxville, TN 37932

Creative Director, Designsensory, MAY 2018–CURRENT
Associate Creative Director, Designsensory, DEC 2016–APR 2018
Adjunct Professor, The University of Tennessee, Knoxville,
AUG 2016–DEC 2016
Senior Art Director, Designsensory, FEB 2009–DEC 2016
Art Director, Media South, APR 2007–FEB 2009
Designer, Designsensory, JAN 2005–APR 2007

Portfolio

lindsaybrine.com designsensory.com

Responsibilities

Creative Direction, Brand Strategy, Integrated Marketing Campaign Development, Annual Planning, Brand Systems and Standards, User Experience Design, Leadership and Mentoring, Cross Team Collaboration, Presentations

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
Minor in Studio Art, Concentration in Drawing • CUM LAUDE, MAY 2004

Associations

AAF Knoxville AIGA Knoxville
Former President

Invited Speaker

Tennessee Governor’s Conference on Hospitality and Tourism
2018, 2019, 2020 Pellissippi State Design Class
University of Tennessee Journalism Class
2020, 2021 AIGA Knoxville Design Week
Knoxville Entrepreneur Center, Brand Camp
2021

*References available upon request.