



# LINDSAY CHELF

DIRECTOR OF DESIGN • AOE

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## Background:

As Director of Design Services, Lindsay works with clients to create visual content used to convey key messages to their target audiences. She develops and helps implement brand guidelines as well as establishes processes that ensure graphic design best practices are followed.

Her work includes a wide range of communication pieces, such as videos (whiteboard, motion graphic and live action), graphics (infographics, ads, social media images and graphics for articles), brand assets (marketing materials, logos and brand guidelines) and writing (articles, website copy and social media posts).

## Her Role at AOE:

A member of the AOE team starting in 2014, Lindsay assists clients from a variety of industries with communicating their mission, goals and projects through the creation of engaging and informative graphics, brand assets, websites, videos and other visual content.

Lindsay serves as our Director of Design Services and manages the development and workflow of all graphic and video projects. Additionally, she reviews both AOE and client content for accessibility.

## Her Skills Include:

- Graphic design, including infographics, ads, social media graphics, document design and layout, templates for marketing materials, and custom-made icons, illustrations and animations
- Branding, including logo design, brand guideline development and creation of other branded materials
- Videos, including developing, designing and editing whiteboard, motion graphic and live-action videos, and recording and editing voice overs
- Writing, editing and proofreading articles for publication, blogs, website copy and news content
- Designing and building websites and microsites
- Designing presentation templates
- Creating and maintaining media lists and other editorial documents
- Developing social media content
- Adobe Creative Suite: After Effects, Audition, Illustrator, InDesign, Media Encoder, Photoshop, Premiere Pro

## Education:

- B.A. History, Miami University – 2006
- M.A. Public History, Wright State University – 2008

## Training:

- Graphic Design: Layout and Composition
- Graphic Design: Advanced Layout and Composition
- Technical Writing
- Accessibility in Web Design
- Podcast Development
- DEI Certification for Communicators
- Accessibility and Inclusive Design
- How to Design for an Aging Population
- Understanding Accessibility - Master This: Understanding Accessibility Compliance
- Accessible InDesign - Master This: Understanding Accessibility Compliance
- Accessible Acrobat Documents - Master This: Understanding Accessibility Compliance
- Feathr
- DemandJump
- Content for Everyone: Why Inclusivity Wins Every Single Time
- Embracing a Digital-First World with Digital-First Marketing and Business Development