

LINDA FELBINGER

SR. GRAPHIC DESIGNER

Brand Design • Marketing Design • Print • Digital • Presentation Design

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Professional Summary

Senior Graphic Designer with extensive experience delivering strategic print and digital marketing solutions across agency and corporate environments. Known for asking the right questions upfront, anticipating challenges, and developing creative solutions that reduce revisions, improve efficiency, and support business objectives. Approaches complex projects with a focus on practical solutions, earning the trust of marketing teams, project managers, developers, and executives through dependable execution and a commitment to keeping projects moving forward.

Professional Highlights

- Inspires Trust Across Teams and Organizations
- Transforms Complex Challenges into Practical Solutions
- Thrives in Agency and Corporate Environments
- Adapts Quickly to New Industries and Technologies
- Thinks Strategically from Concept to Completion

Core Skills & Applications

Expertise

Brand Identity • Marketing Campaigns
• Visual Storytelling • Art Direction
• Presentation Design • Print &
Digital Design • Typography • Photo
Retouching • Print Production •
Prepress • Production-Ready Files
• Quality Assurance • AI-Assisted
Creative Workflows

Technical

Adobe InDesign • Adobe Photoshop
• Adobe Illustrator • Adobe Acrobat •
Adobe After Effects • Figma • Microsoft
PowerPoint • Canva • XMPie •
Workfront • Knak (Certified) • Microsoft
Word • Microsoft Excel • Microsoft
Outlook • Microsoft Teams

Education

Bachelor of Liberal Arts

Journalism, with emphasis in
Advertising, Major
Studio Arts, with emphasis in
Graphic Design/Printmaking, Minor

Professional Experience

Advertising/Marketing

AT&T: 1876 Productions (Digital Designer) • **Kern** (Sr. Studio Artist / Jr. Art Director) • **Affinitiv** (Sr. Graphic Designer) • **Mailmark** (Sr. Graphic Designer / Art Director) • **Angeles Communications** (Art Director)

Representative Achievements:

- Designed integrated print and digital marketing campaigns for Fortune 500 companies, nationally recognized brands, and award-winning nonprofit fundraising initiatives, collaborating with creative directors, marketing teams, developers, and stakeholders to deliver effective customer communications.
- Recognized for anticipating branding, production, and workflow challenges early, reducing revisions while maintaining brand consistency and helping projects move efficiently from concept through final delivery.
- Frequently selected for high-profile and time-sensitive assignments—including American Express and Union Bank campaigns—because of consistent accuracy, reliability, and practical problem-solving.
- Led personalized marketing initiatives as the organization's XMPie Subject Matter Expert (SME), developing marketing storefronts, training designers, creating documentation, and streamlining campaign production.
- Developed campaigns for organizations spanning telecommunications, financial services, automotive, healthcare, nonprofit, retail, and municipal sectors, adapting creative solutions to diverse audiences while maintaining consistent brand standards.
- Built the company website from the ground up, created the Jackson Hewitt storefront prototype that helped secure the client, and collaborated on the development of BusinessCardGenie.com, an interactive personalized ordering platform.

Professional Experience (cont'd.)

Healthcare

Health Net, contract (Production Artist) • WellPoint Health Networks (Writer → Graphic Designer)

Representative Achievements:

- Produced customer-facing healthcare communications that balanced clarity, accuracy, accessibility, and regulatory compliance for diverse audiences.
- Began on the Rapid Response Team as a writer before being promoted to Graphic Designer, demonstrating versatility across both written and visual communications.
- Wrote and designed executive communications for senior leadership, earning recognition from a Senior Vice President and a performance bonus for exceptional work.
- Developed production templates and efficient workflows that improved consistency and supported high-volume member communications under demanding deadlines.

Government, Transportation & Nonprofit:

Moore & Associates (Marketing Coordinator) • Ronald Reagan Presidential Foundation (Graphic Designer)

Representative Achievements:

- Managed branding and public outreach initiatives for transportation agencies, coordinating schedules, budgets, creative deliverables, and freelance resources across California and Arizona.
- Designed and wrote print, advertising, transit, social media, and event communications that informed, engaged, and connected with diverse audiences.
- Created and wrote an award-winning public transportation campaign recognized by the American Public Transportation Association (APTA) AdWheel Awards.
- Designed invitations, environmental graphics, and event collateral for nationally recognized Ronald Reagan Presidential Foundation events, including the introduction of the Ronald Reagan commemorative postage stamp.

Timeline

AT&T: 1876 Productions	9/2024 – 7/2026	Ronald Reagan	7/2004 – 6/2005
Kern, an Omnicom Agency	2/2019 – 4/2024	Presidential Foundation	
Affinitiv	1/2014 – 11/2018	Health Net, Inc.	5.2003 – 2/2004
Moore & Associates	8/2013 – 1/2014	WellPoint Health Networks	6/2001 – 5/2003
Mailmark	7/2005 – 8/2013	Angeles Communications	9/1998 – 6/2001