

Linnea Solak

Creative leader with 6+ years of experience leading brand, editorial, and digital work. Passionate about typography and brand-building, and equally comfortable managing clients, vendors, and production.

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linneajoy.com

Experience

Founder & Creative Director

LetterLight Studio | March 2020-present

Independent creative studio – full direction, execution, & delivery.

- Implement creative direction, design execution, brand strategy, and quality control across logo/identity, website builds, and socials
- Deliver full-cycle brand systems: identity, typography, hand-lettering, web, social, and print collateral
- Run client acquisition, pricing, and vendor sourcing end-to-end
- Proactively handle client communication and feedback
- Strategize social media content and website wireframes
- Design lead-generating social media posts

Lead Designer

RivalMind | March 2022-May 2024

Designing, final review & brand standards for a multi-designer team.

- Designed & developed large-scale client websites end-to-end
- Reviewed junior designer work and set internal brand standards
- Designed and art directed 30+ social assets/month
- Collaborated with SEO strategists to implement content strategy
- Led client creative reviews and platform trainings

Senior Designer

The Echo | January 2019-May 2021

Editorial design and final approval for a recurring print publication.

- Designed and laid out full pages and seasonal spreads
- Guided junior designers on weekly print spreads and layouts
- Held final approval on all spreads prior to production
- Collaborated with editors and photographers on issue design

Education

BA in Graphic Design

from Taylor University

Capabilities

Creative & Art Direction

Brand & Identity Systems

Typography

Hand-lettering

Editorial/Print Design

Adobe Creative Suite

Web Design & Development

Social Media Design

Client & Project Management

Content Strategy

Photography Direction