

LINDSAY GRUETZMACHER

Product Design | Illustration | Trend

hello!

I'm Lindsay, a passionate Product Designer, skilled Illustrator, and enthusiastic Trend Tracker.

EXPERIENCE

Lead Designer

Harvest Group (2024-present)

- Design Product for Target Bullseye's Playground across décor and seasonal categories.
- Craft illustrated style guides and trend presentations to shape cohesive assortments.
- Introduce AI-driven design tools that boosted Target buys and sell-in success.

Senior Designer

Design Group, 2022-2024

- Designed seasonal décor and giftware for Target, Walmart, Dollar General, and other major retailers.
- Directed macro trend boards and style guides to influence product assortments.
- Delivered factory-ready artwork/specs ensuring accurate production.

Freelance Designer

2019-Present

Senior Product Designer

Made for Retail, 2018-2019

- Designed seasonal product for Bullseye's Playground using provided art, style guides, and packaging assets.

Senior Product Designer

IQ Accessories, 2016-2018

- Designed trend-driven accessories, décor, and gifting assortments for Target Bullseye's Playground.
- Attended trade shows (AmericasMart/ NY NOW) to identify/present upcoming market trends.

Product Designer

Seasonal Specialties, 2012-2016

- Designed product for Target, Costco, and Menard's, with a focus on decor, ornaments, and lit lawn decorations.



SKILLS

Product Design

(Concepting, Execution)

Illustration

(Traditional, Digital, Technical)

Trend Research

(WGSN, Mintel, Presentations)

Adobe Creative Suite

(Illustrator, Photoshop, Fresco)

Microsoft Suite

(Powerpoint, Word, Excel, etc)

Miro/Conceptboard

team collaboration, communication

Photography/Editing

(Retouching, Styling)

AI Tools

(Concept Visualization, Workflow)

EDUCATION

Rocky Mountain College Of Art And Design

Graduated 2010

Bachelor of Fine Arts-Illustration

SEE MY WORK!

www.lgruetzmacher.com



GET IN TOUCH!

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