



Lindsey Drennan

Phone: 205-383-6421 | Address: 1133 Alford Ave, Hoover, AL 35226

Email: lindseyadrennan@gmail.com | Portfolio: <https://www.lindseyadrennan.com/>

About

Senior Brand Design leader and design engineer specializing in scalable design systems, visual identity and owning the full pipeline from Figma to production code. I build the design systems that let brand and engineering ship from the same source of truth.

Experience

Senior Brand Designer

FLEETIO | REMOTE | MAY 2021-PRESENT

- Built Fleetio's web design system end-to-end in Figma and connected it directly to production via GitHub, creating a 1:1 design-to-code pipeline that lets engineers ship UI straight from the source of truth I build and maintain.
- Build and maintain Fleetio's component library, design tokens, and visual illustrations across web — reusable components I designed and shipped cut design workload by 30% without sacrificing craft.
- Art directed the Fleet Manager's Manual, a long-form content experience that generated 1,000+ MQLs over three years, demonstrating how brand craft drives measurable pipeline.

Marketing Director

MOVE & STORE | BIRMINGHAM, AL | AUG 2018- MAY 2021

- Owned branding and marketing strategy across multiple acquired companies simultaneously, including Admiral Movers and New Latitude Movers, managing distinct brand identities under one parent strategy without losing consistency or speed.
- Rebranded and up-leveled 3 acquired companies, each requiring a tailored approach to preserve existing customer trust while aligning to a more scalable, professional brand standard.
- Built repeatable systems, including email workflows for every stage of the buying journey and scalable ad campaign frameworks, so each brand could run independently while still drawing from a shared playbook.

Graphic Designer

PLATYPI | BIRMINGHAM, AL | FEB 2016- MAR 2017

- Designed brand identities, websites, and app interfaces for clients across a wide range of industries, balancing multiple concurrent projects in a fast-paced agency environment.
- Served as the primary client contact from initial discovery through final delivery, translating business goals and feedback into design direction while keeping projects on time and on brand.

Education

Graphic Design | Bachelor of Fine Arts | Auburn University

AUG 2011- DEC 2015

Skills

Figma CreativeCloud Asana VSCode Github HTML/CSS Next.js n8n Tailwind React Claude Code
Codex Lottie Salesforce