

The
Designer
you want
to hire

ALEXIS WRIGHT

I am a versatile designer with a passion for visual aesthetic, research, and social impact. I've spent my career working for an array of clients gaining me quite an eclectic portfolio and adaptive design skills to match. Though my main role has always been as a graphic designer, I've worn many hats; including event coordinator, web developer, and photographer. Just to name a few. I'm currently looking to work for a company where I can grow and make a difference. Not just for the company, but also for the customer.

CURRENT LOCATION

AUSTIN, TEXAS

828
569
3788



WORK EXPERIENCE

FREELANCE GRAPHIC DESIGNER

A.S. Wright Design | February 2014 - December 2016; November 2018 - Present

- Designed custom graphics directed towards the needs of various clients. The scope of work includes anything from business cards to full rebrands and various graphics of that nature.

GRAPHIC DESIGNER

UL, Life & Health Sciences | January 2018 - November 2018

Emergo by UL | March 2016- November 2018

- Conceived, managed, and implemented the Emergo by UL brand
- Created internal presentations for division management
- Designed promotional material and content, including white papers, ads, website graphics, corporate templates, internal documents and displays, business stationery, etc.
- Created logos, case studies, trade show booths, and promotional material for RAMS-Track; the company's medical device registration and certification tracker
- Managed the look and material for all global tradeshow events
- Designed, ordered, and inventoried promotional materials, including brochures, flyers, giveaways, etc.
- Project managed the review of controlled documents and quality review process

WEB DEVELOPER & EDITOR

Footbridge Media | March 2015 - September 2015

- Created websites for small business throughout the U.S. and Canada
- Used HTML, CSS, Wordpress, and Adobe Software to create and update sites on a daily bases

GRAPHIC DESIGNER

Ballpoint Global | September 2014 - January 2015

- Created event materials and advertisements for Fred Levin's Annual MTMP event, including VIP invitations, weekly event email updates, signage, brochures, etc.
- Designed and coordinated promotional ads for John Maxwell Live! Pensacola Event
- Created the hi-fi wireframe and prototype for the St. David's Children's Hospital website
- Designed tradeshow and exhibition materials for various clients
- Maintained and created the company's social media presence

EXPERTISE

Photoshop

Indesign

Illustrator

After Effects

Dreamweaver

Sketch

Invision

Adobe XD

Lightroom

Microsoft Office

ProCreate

INTERESTS



Road Trips



Wildlife
Conservation



Coffee



Reading



Reducing
Waste



Hiking

CREATIVE SERVICES & PRODUCTION STAFF

Pensacola Blue Wahoos - Double-A Affiliate of the Cincinnati Reds |
February 2014 - September 2015; March 2015 - September 2015

- Created social media, video, and print advertisements to promote upcoming games
- Led design direction for event signage around the ballpark
- Created new logos for The Wahoo's Women Club, Kazoo Reads, Wahoos Network, and various upcoming events
- Enhanced photos of baseball players
- Assisted video producers with animations
- Booked upcoming performers for each game
- Assisted Creative Manager before, during, and after every game to make sure "the show" ran smoothly
- Operated the soundboard and Broadcast Pix during games

CREATIVE SERVICES INTERN

Charlotte Bobcats Sports and Entertainment | September 2013 - December 2013

- Designed promotional material and content, including fan apparel, partner ads, and game day graphics for both web, video, and print
- Assisted lead designers collecting data, taking photos, printing, etc.
- Created promotional graphics for the teams' transition into the Charlotte Hornets
- Redesigned the Lady Cat Dancer's landing page
- Illustrated and photo edited the weekly Game Time Kid's Games
- Enhanced photos of key players, dancers, mascots, and staff
- Mocked up images to show future plans for the arena
- Photographed event spaces and products for event giveaways and game day advertisements

UX/UI DESIGN INTERN

Discovery Communications | Curiosity.com | June 2013 - August 2013

- Created hi-fi wireframes and prototypes for Curiosity.com
- Worked with key leaders and developers to create new opportunities
- Assisted in controlled user-testing
- Edited early code of the website with HTML and CSS
- Designed the Yes, Project Presentation created by Chicago Discovery Communications interns. This was a marketing plan that was presented to Investigation Discovery network executives at the end of the program

KEY SKILLS

- Brand Development
- User Research
- Persona Development
- Information Architecture
- Wireframing
- Organization
- Design Strategy
- Problem solving
- Time management
- HTML/CSS
- Typography

REFERENCES

CHRIS SCHORRE

Emergo by UL | VP of Global Marketing

E: chris.schorre@gmail.com
P: + 512 731 1520

LARA BLACK

Emergo by UL | Online Content Manager and Pardot Specialist

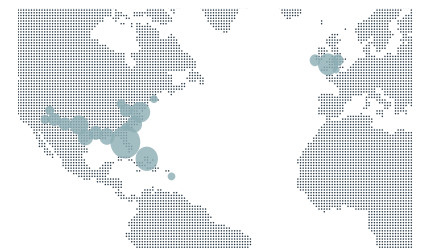
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P: + 512 608 3238

DAVE WALLACE

Emergo by UL | Video Content and LMS Manager

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P: + 512 903 4393

TRAVELS



EDUCATION

UX DESIGN FUNDAMENTALS

Career Foundry | June 2017 - July 2017

I participated in a 6-week training on the fundamentals of UX Design. As a student at Career Foundry, I gained knowledge and experience in user-testing, UX/UI design, and application wireframing.

- Designed user interfaces for web and mobile applications.
- Produced UX deliverables consisting of user research and surveys, personas, user stories & flows, wireframes, mockups, and clickable prototypes for user testing.
- Learned and/or used the following skills and software: Sketch, InVision, Adobe Experience Design, human-centered design, prototyping, lo-fi wireframing, empathic research, qualitative & quantitative research, usability testing, user surveys.

BFA GRAPHIC DESIGN

Appalachian State University | August 2009 - December 2013

Studied many aspects of graphic design including branding, photography, creative thinking, motion graphics, and typography. I maintained a 3.4 GPA.