

Alexis Caravas

alexiscaravas.design • caravasalexis@gmail.com • [linkedin.com/in/alexis-caravas215](https://www.linkedin.com/in/alexis-caravas215)

As a Product Designer with 3 years of experience, I've led initiatives driving design consistency, user satisfaction, and revenue growth through successful product launches. **My skill set encompasses interaction design, UX/UI, and strategy, complemented by proficiency in campaign management, visual design, and content strategy.** I specialize in implementing new design systems, conducting user research, and fostering collaboration across cross-functional teams. **My approach prioritizes design strategy and user-centered solutions to deliver impactful results.**

WORK EXPERIENCE

Product & UX/UI Designer

05/2023 - Present

Marker Seven Digital Agency

- Led end-to-end user-centered design initiatives, enhancing user satisfaction and product effectiveness.
- Conducted extensive UX research to identify user needs, ensuring intuitive interface design.
- Created detailed wireframes and prototypes for stakeholder feedback, refining design concepts effectively.
- Collaborated with development teams to integrate design concepts seamlessly into digital products, ensuring both aesthetic appeal and functionality.
- Developed and implemented content strategies in alignment with client objectives, ensuring consistency across all visual design projects and messaging channels

Brand Creative Design Intern - Freelance

05/2022 - 10/2022

Faherty Clothing Brand

- Collaborated with the lead Art Director & Co-owner to create compelling paid social and organic content.
- Conceptualized, designed, and executed assets for email and digital marketing campaigns, aligning with creative directives.
- Supported experiential team by contributing to brand pitch deck plans for innovative online & in-store design concepts.

Marketing & Social Media Manager

10/2020 - 09/2021

The Designer Workshop

- Enhanced brand visibility and engagement via strategic social media planning, product photography, video content, and website redesign.
- Generated substantial growth in followers and boosted website traffic.
- Created promotional materials (flyers, posters, signage) to attract customers both online and offline.

Freelance Graphic & Web Designer

05/19-08/21

Lotus Brand & Revenue Consultants

- Collaborated with small businesses and non-profits, providing comprehensive services including branding, logo design, strategic planning, social media marketing, website strategy & management, graphic design, and SEO
- Provided ongoing support and consultation to ensure continued success and growth for clients' businesses.

SKILLS & COMPETENCIES

UX/UI Design	Accessibility Design
Design Systems	Interaction Design
User Research	Content Strategy
Usability Testing	Visual Design
Wireframing	Adobe Creative Suite
Prototyping	Axure RP
	Figma

EDUCATION

M.S Business & Branding, Experience Design VCU Brandcenter, Richmond, VA	2021-2023
B.A Media Arts & Design, Creative Advertising James Madison University, Harrisonburg, VA	2016-2020