

# Alexis Caravas

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## WORK EXPERIENCE

### Product & UX/UI Designer

05/2023 - Present

#### Marker Seven Digital Agency

- Lead end-to-end user-centered design initiatives, enhancing user satisfaction and product effectiveness.
- Conduct extensive UX research to identify user needs, ensuring intuitive interface design.
- Create detailed wireframes and prototypes for stakeholder feedback, refining design concepts effectively.
- Collaborate with development teams to integrate design concepts seamlessly into digital products, ensuring both aesthetic appeal and functionality.
- Develop and implement 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 for the ecommerce site and social media platforms.
- 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.
- Assisted in the development of brand guidelines to ensure consistent visual identity across all platforms and campaigns.

### Marketing & Social Media Manager

10/2020 - 09/2021

#### The Designer Workshop

- Revitalized brand visibility and engagement through strategic social media planning, dynamic product photography, captivating video content creation, and a comprehensive website redesign.
- Spearheaded notable growth in follower base and elevated website traffic, significantly amplifying brand outreach and interaction.
- Designed and produced impactful promotional materials including flyers, posters, and signage, effectively attracting and retaining customers across digital and physical platforms.

### Freelance Graphic & Web Designer

05/2019-08/2021

#### 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.
- Conducted in-depth market research and analysis to inform strategic decision-making, ensuring tailored solutions that aligned with clients' objectives and target audiences.
- Introduced innovative social media advertising strategies for non-profit organizations, leveraging advanced targeting techniques and compelling ad creatives to raise awareness, drive donations, and mobilize community support for impactful causes.
- Provided ongoing support and consultation to ensure continued success and growth for clients' businesses.

## SKILLS & TOOLS

UX/UI Design	Project Management
UX Research	Logo & Branding
Design Systems	Visual Design
User Research	Content Strategy
Usability Testing	Adobe Creative Suite
Wireframing	Final Cut Pro
Prototyping	Drupal
Accessibility Design	Axure RP
Presentation Design	Figma

## EDUCATION

<b>M.S Business &amp; Branding, Experience Design</b>	2021-2023
VCU Brandcenter	
Richmond, VA	
<b>B.A Media Arts &amp; Design, Creative Advertising</b>	2016-2020
<b>Minor: Technical Writing</b>	
James Madison University	
Harrisonburg, VA	