

Alexis



Caravas

Experience Designer

About

Hi, I'm Alexis! An experience designer dedicated to making an impact at the intersection of strategy and design. A jewelry maker and entrepreneur working towards expanding my side project into a small business.

Experience

Experience Designer

VCU Brandcenter | 2021-2023

Worked alongside art directors, copywriters, brand managers, and strategists in a simulated agency environment to develop and execute strategic design solutions, immersive experiences, and digital products for live clients: Oatly, Autsim Speaks, D&AD.

Brand Creative Intern

Faherty Brand | Summer 2022

Worked with lead Art Director on all paid social assets. Concepted, ideated, executed, and designed assets and brand decks based on creative briefs.

Social Media Marketing Manager

The Designer Workshop | 2020-2021

Generated content including capturing and editing product photos, planning and implementing social media campaigns. Developed marketing strategies for new products. Assisted with interior design projects.

Freelance Graphic & Web Designer

Lotus Revenue & Brand Consultants | 2019-2020

Collaborated with small businesses to provide branding, logo design, strategic planning, social media marketing, website strategy and design, and SEO.

Marketing & Design Intern

United Way of South Hampton Roads | 2020

Worked with the marketing team to create promotional designs and social media marketing content. Helped brainstorm and implement new ideas for virtual fundraising during COVID-19.

Let's Talk.

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757-706-1954

Education

VCU Brandcenter '23

M.S., Business & Branding
Experience Design

James Madison University '20

B. A., Media Arts & Design,
Creative Advertising

Minor in Writing, Rhetoric, &
Technical Communication

Skills

UX/UI

Design Strategy

Design Thinking

Graphic Design

Experiential Design

Experience Strategy

Product Marketing

Content Marketing

Visual Storytelling

Experiential Design

Product Design

Interior Design

Project Management

Brand Management

User Research

Journey Mapping

Tools

Figma

Procreate

Adobe CC Suite

Final Cut Pro X

Ask Me About

How I started my own jewelry business

My favorite Beatles album

Hedwig the Snowy Owl

Planet Pizza