

LEXI PALMER

× UNIVERSITY OF NORTH TEXAS

BACHELOR OF FINE ARTS
Spring 2020

- Communication Design Major
- Marketing Minor
- Art History Minor

ACHIEVEMENTS & AWARDS

- 3.8 GPA + Dean's List
- Founding Member of UNT's AIGA Chapter
- Accepted into NSSC 16 for Retail Packaging Category
- Flux 2018 Best in Category for Publication Design

× SOFTWARE

ADOBE

- Illustrator
- Indesign
- Photoshop
- After Effects
- Premiere

OTHER

- Procreate
- Word
- Powerpoint
- Google Slides
- Canva

× PERSONAL

- Concepting and brainstorming
- Developing original design and illustration styles
- Managing several projects at once
- Communication skills with both coworkers and clients

SAY HELLO!

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For clarity (and legal purposes), my real name is **ALEXIS PALMER**, but everyone - even my mom - calls me Lexi. I'm a graphic designer with several years of experience in studios, agencies, and freelancing.

EXPERIENCE

THE SHOP

GRAPHIC DESIGNER
January 2021 - Present

Brought on to help with one brand, my responsibilities have greatly expanded in the last 2 years.

- Refreshed an established brand's look and created brand guidelines, resulting in a cohesive look across various visual departments
- Helped win clients with campaign concepts and presentation visuals
- Planned and executed multi-day photoshoots
- Independantly developed campaign and asset ideas
- Trained new design hires in brand guidelines

BLENDER

CONTRACT DESIGNER
August 2022 - Present

- Redesigned promotional assets, resulting in greater engagement
- Created a unique illustration style to convey complex ideas to customers
- Managed time and tasks within a budget

× PLANO COMMUNITY GARDEN

VOLUNTEER
Summer 2022 - Present

× LEWISCARNEGIE

GRAPHIC DESIGN INTERN
Summer 2019

× THE BRAND HATCHERY

GRAPHIC DESIGN INTERN
August 2020 - January 2021

× OLD NAVY

BRAND ASSOCIATE
August 2019 - July 2020