



Lexa Wakefield



Education

Auburn University AUG 2011 - MAY 2015

B.F.A. in Graphic Design, College of Architecture Design & Construction
Graduated as a University Honors Scholar, Summa Cum Laude

General Assembly JUN 2016 - AUG 2016

User Experience Design, Completed part-time course

General Assembly JUN 2017 - SEP 2017

Front End Web Development, Completed part-time course



Employment

Digitas LBi NOV 2015 - PRESENT

Experience Designer: I mainly support the Nissan/INFINITI and PGA accounts by producing user flows, wireframes, prototypes, design assets, sitemaps, reviewing page templates in the CMS, and maintaining design standards and best UX practices. I also support new business pitches and clients in other offices whenever possible.

Matchstic SEP 2015 - NOV 2015

Graphic Design Intern: I completed in-house projects and contributed to client work through creating mood boards, conceptualizing, wireframing, sketching and visual system application.

Modern & Smart Design Agency MAY 2014 - DEC 2014

Designer: I created logos, website mockups, business cards, and other brand collateral for clients.

Rocket City Hatchers MAY 2014 - JUL 2014

UI Intern: I attended meetings and assisted with product design, mainly focused around the company's own website and mobile application.

Auburn University Campus Recreation MAY 2014 - JUL 2014

Group Fitness Instructor, Indoor Cycling: Leading group exercise has instilled in me discipline, leadership, and professionalism. It also taught me how to motivate individuals and boost moral to change the energy of all participants in the room.

ASENZ Marketing JUN 2013 - JUL 2013

Production Intern: I learned about production work in adobe programs, cutting assets for websites, the basics of marketing and on occasion, contributed ideas to client logos and websites.

Contact

404-775-2257

lexawakefield@gmail.com

www.lexawakefield.com

Strengths

Experience Design
User Interface Design
Digital Design
Product Design
Branding
Collaboration / Team Work
Time Management

Tools

Design:

Sketch
Illustrator
InDesign
Photoshop

Prototype:

InVision
Principle
Keynote

Code:

Atom
Dreamweaver

