

Lex P. Stress

GRAPHIC DESIGNER

they/them/theirs

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EXPERIENCE

Ellucian, Senior Graphic Designer

November 2021 – Present; Remote

Ellucian is a global leader in higher education technology with over 3,500 employees worldwide.

- Evolved the visual look & feel of Ellucian through a light brand refresh
- Created foundational brand assets to shape a cohesive brand experience, such as a Corporate Resource Library Deck, Company Messaging Training, and supportive graphic elements
- Developed campaign creative to shape and elevate Ellucian's story, from brainstorming and concepting to launch, while working closely with the marketing team to ensure all materials met objectives
- Managed projects from start to completion, including defining project scope, creating timelines, and ensuring timely completion of deliverables
- Designed new templates for company-wide support and streamlined processes, ensuring that all materials were consistent and easy to use
- Supported the executive team with presentations that were visually engaging and professional
- Developed event identity design for Ellucian Live (our annual conference) and global User Conferences, including booth design, signage, online platform, digital support and other promotional materials
- Designed landing pages that were optimized for conversion and user experience to drive marketing goals
- Supported the social media team by creating custom graphics or empowered them with Canva templates
- Worked with vendors who support Ellucian, ensuring that all materials met established brand guidelines
- Served as a Communications Team Co-Lead for the Values Activation Committee
- Served as a Steering Committee Member for the Prism Employee Resource Group (ERG)

Blackbaud, Agency545, Staff Graphic Designer

December 2018 – November 2021; Fully remote since March 2020

Blackbaud is the world's leading cloud software company powering social good.

- Designer for award-winning in-house creative agency powering the visual narrative of Blackbaud
- Created ad campaigns, social media graphics, animated digital ads, email marketing assets, conference graphics, eBooks and publications, infographics, t-shirt illustrations, and more
- Strong time management skills, working both individually and with a team
- Served as a Co-Lead for the PRIDE Affinity Group

MVP Group International, Junior Graphic Designer

June 2018 – November 2018; Charleston, SC

Designer for world leader in private label candles and home fragrance items.

- Created product mockups, catalog designs, and online product promotional assets
- Prepared files to printer specifications
- Keen eye for market trends

Kalson Media Group, Freelance Graphic Designer

August 2015 – November 2018; Charleston, SC

- Responsible for creating brand identities, marketing collateral, social media and website graphics
- Assisted in food photography shoots
- Clients include: Hyman Seafood, Smoke BBQ, Blue Sky Endurance, Palmetto Women's Health

EDUCATION

Coastal Carolina University, August 2016 – May 2018

Bachelor of Arts, Graphic Design

3.9 GPA, President's List academic honors, Dean's List

The Art Institute of Charleston, September 2013 – June 2015

Associate of Arts, Graphic & Web Design

3.9 GPA, President's List academic honors

SOFTWARE

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe Express
Figma
Microsoft Suite
Slack
Asana
Monday.com
Workfront
Zoom

SKILLS

Branding
Digital Design
UI/UX
Marketing Campaigns
Presentations
Publications
Social Media
Infographics
Project Management

STRENGTHS

Creative
Empathetic
Quick-Learner
Collaborative
Organized
Detail-Oriented