

Alexis Simon

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designedbyalexis.com

WORK EXPERIENCE

RedTag Digital | Graphic Designer

MAY 2023 – PRESENT

Conducts market research and analyzes consumer behaviors to craft compelling brand identities for new clients. This results in increased brand recognition and customer loyalty. Moreover, the production of diverse visual assets, including illustrations, advertisements, brochures, social media templates, billboards, signage, and landing pages, enhances brand visibility across multiple channels, attracting new customers.

Evidence In Motion | Graphic Designer

AUGUST 2021 – MAY 2023

Implemented engaging design strategies to enhance Evidence In Motion's post-professional healthcare curriculum, resulting in increased student engagement and satisfaction. Developed pitch deck for onboarding new clients, leading to improved client acquisition and retention rates. Additionally, created impactful promotional materials for University Partners, resulting in heightened brand visibility and increased enrollment. These materials include websites, ad campaigns, brochures, program calendars, display banners, and social media templates.

The Louisville Cardinal | Creative Director

AUGUST 2019 – AUGUST 2021

Utilized Adobe Creative Suite to create visually engaging graphics for the University of Louisville newspaper. This involved initial sketching, concepting, and collaboration with editors to ensure alignment with messaging. Additionally, provided art direction to the graphic designer, ensuring timely completion and consistent quality across all visuals. This collaborative approach bolstered reader engagement and strengthened the publication's brand identity within the campus community.

Alley Cat Advocates | Graphic Designer

JANUARY 2020 – MAY 2020

Delivered comprehensive corporate identity materials, promotional items, print media, website designs, and brand standards for Alley Cat Advocates. Acted as the primary liaison between the team and the client, ensuring smooth communication and alignment with brand objectives.

EDUCATION

University of Louisville

AUGUST 2017 – MAY 2021

B.F.A Graphic Design

B.A. Spanish

SKILLS

Design: Illustration & UI Graphics • Strategy & Vision Presentations • User Flows • Concept Sketches • Wireframes & Mock Ups with Figma & Photoshop • Production Redlines • Campaign Visualization • Style/Brand Guide Library

Research: Data Analysis • Audience Awareness • Brand Strategy & Messaging • Accessibility Compliance

AWARDS

2024 Silver American Advertising Award

Art Direction • Campaign

Archdiocese of Louisville Catholic Schools

2024 AIGA TOP 100 | Best Of Show

Branding • Illustration

Appalachian Triangle of Kentucky Tourism

PORTFOLIO

Click or scan the QR code to view portfolio:

