Lexi Avery

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User experience designer with 7 years web design experience in multiple disciplines. Experienced with designing with the end user in mind, in full compliance with Web Content Accessibility Guidelines. Lead large-scale design projects and guided clients in decision making for the best final outcome. Passionate about putting the user first and providing them with a top-tier experience.

Specialties

- User Experience Design
- Visual Design
- Responsive Design
- User Research & Testing
- Prototyping

Technologies

- Figma
- Adobe Creative Suite
- Sketch
- HTML & CSS
- Affinity
- Microsoft PowerPoint

Experience

VML | User Experience Designer September 2020 - April 2025
- Managed multiple clients and active projects. Learned branding and how to work within it quickly.
- Lead full site redesign, implementing updated branding and user experience best practices.
- Implemented fast-paced user tests and made incremental changes to site based on findings.
- Proposed plans for upgrading user experience and usability for multiple client's sites.
- Utilized multiple design softwares based on client needs and wants.

AutoZone | User Interface Designer May 2018 - September 2020
- Worked with a team to implement a full site redesign in conjunction with a backend transition to React.
- Designed monthly marketing banners, advertisements, emails, and landing pages for both e-commerce and B2B websites.
- Worked with a team to research and develop plan to implement same day delivery via Uber Delivery.

Cumulus Burn | User Experience Designer August 2018 - May 2019
- Conceptualized and designed proof-of-concept mobile application to assist crop producers in burning croplands using best practices that minimize air pollution in population centers.
- Traveled to assist in user interviews and conducted research to aid in user adoption.
- Participated in business incubator program and worked with mentor to refine business plan.

Arkansas State University Art + Design Department | Freelance Designer May 2018

Arkansas State University Theater Department | Freelance Designer April 2017

Education

Arkansas State University | BFA in Graphic Design with Digital Emphasis
- Studied UI design, digital illustration, ad design, and personal branding
- Was president of the Arkansas State chapter of AIGA: The Professional Association for Design
- Won multiple design awards at Southern Student Graphic Design Show & American Adversing Federation juried competitions