

## CONTACT INFO

Alicia Fox-Lenz  
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## PROFILE STATEMENT

- Passionate designer with strong creative direction skills, multitasking and time management abilities, and speed in execution
- Extensive experience in branding, social media, interactive/multimedia, corporate communications, stationery, advertising and packaging
- Advanced knowledge of the Adobe suite, illustration, coding, and interactive design

## EXPERIENCE

### Art Director

InfoMart

2018-Present  
Atlanta, GA

- Acted as brand manager, consolidating digital and print materials to a consistent brand identity and instructing sales, product development, and implementation on their use
- Developed long-term content and marketing strategies, along with KPIs in tandem with digital marketing
- Created processes to streamline project management and approvals between the marketing team and c-suite

### Senior Graphic Designer

Deloitte Services, LLC

2011-2018  
Atlanta, GA

- Created client facing, as well as internal, business documents; interactive e-learning modules; websites; smartphone apps; and video/animation projects
- Implemented many streamlining additions to departmental workflow and client-facing web presence
- Led the team as a subject matter expert in Macintosh, HTML5, jQuery, and Sharepoint
- Clients include Deloitte, CDC, DHS, AT&T, Disney, Marriott, Bank of Montreal, and Apple

### Creative Director

La Salope Grafique, LLC

2008-2016  
Atlanta, GA

- Led a small team creating custom letterpress stationery for weddings, personal & corporate branding, and correspondence
- Headed the movement to retail sales, including running booths at events, and liaised with retail outlets selling product wholesale

### Interactive Designer

Planet Studio, LLC

2008-2011  
Atlanta, GA

- Designed and programmed micro-sites and web advertising, acted as lead DVD program designer
- Assisted in design of multifaceted print/interactive advertising campaigns, packaging, catalogs, and commercial storyboarding
- Led design efforts for all projects aimed at children under 12, and the social media department.
- Clients include Durex, PBS, ING, Arcadia, Alaven, The Weather Channel, Cartoon Network, Discovery, Molnlycke Healthcare, Scripps Networks, and CNN

### Freelance Designer

2004-Present

Atlanta, GA

- Assembled Corporate Identity packages, including designing logotype, trade characters, and stationery
- Designed for web in HTML/CSS, Adobe Flash, and installed PHP based content management systems
- Compiled multiple page newsletters, brochures, promotional banners and advertising collateral
- Clients include Tanner Photography, The Mencken Society, Critical Designs, Purple Heart Foundation, Hudson Guild

### Art Director

fitATLANTA magazine

2007-2008

Atlanta, GA

- Acted as principal layout designer and copy editor
- Created in-house ads for print and web, advised on ad placement within the publication, directed photography team
- Guided agencies and staff through ad creation and acted as primary source of contact with vendors

### Lead Graphic Designer

In-line Creative Solutions

2006-2008

Atlanta, GA

- Assisted in workflow ideation and interface design of corporate websites and advanced web applications
- Created advertising collateral including posters, direct mail, flyers, doorhangers and brochures
- Headed the effort of a mass rebrand of corporate materials and publications following the merger of BellSouth and AT&T
- Clients include AT&T/BellSouth, Spelman College, the Midtown Alliance, Steifel Labs, Arcapita Ventures, Troutman Sanders Attorneys at Law

### Junior Art Director

Break Magazine

2006

Atlanta, GA

- Assisted in developing a grid system and universal imagery/typographic style
- Solely designed a modified issue for use in the 2006 Atlantis Music Festival

## SKILLS

### Software

Adobe Illustrator | InDesign/InDesign DPS | Photoshop  
Flash | Fireworks | Dreamweaver | After Effects  
Premiere | Encore | Audition  
Quark Xpress  
WordPress | Joomla | Social Media  
Campaign Monitor | Marketo | Hubspot | Google Analytics  
Microsoft Word | Powerpoint | Excel  
Windows | Macintosh OS

### Languages

HTML5 / CSS3 | PHP | Javascript / jQuery | ActionScript 2/3

### Design

Illustration | Layout | Typography | Pre-Press | Packaging  
Corporate Identity | Signage | Advertising Ideation  
Promotional Campaign | Web Site | Web Advertising  
DVD Interactivity | Video Production | Mobile Apps

## Alicia Fox-Lenz — Resume

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### NON-PROFIT

**Board of Directors** 2016-Present  
The Mythopoeic Society Altadena, CA  
· Helped to shape the ongoing operations of the non-profit, focusing on modernization, social engagement and branding

**Social Media Manager** 2016-Present  
The Mythopoeic Society Altadena, CA  
· Implemented a social media plan that has measurably increased user engagement and improved demographics  
· Managed all social media accounts on an ongoing basis

**Outreach Team** 2015-Present  
Signum University Nashua, NH  
· Created promotional graphics for courses offered on iTunes streaming service and the university website  
· Assisted in logo development and rebranding initiative  
· Designed graphics and collateral for conferences

**Digital Media Team** 2015-2016  
Signum University Nashua, NH  
· Recorded, edited, and distributed video online class sessions

**Web Developer** 2011  
Fulton County Animal Services Atlanta, GA  
· Developed a new, modern wordpress-based website for a local animal shelter

**Creative Director** 2008-2014  
The Broadway Dreams Foundation Atlanta, GA  
· Developed a cohesive print/interactive identity  
· Assisted in placing multiple time-saving management systems in place and centralizing information flow  
· Acted as webmaster and led a multifaceted design team (traditional and social media) including being primary source of contact for vendors

### EDUCATION

Signum University Nashua, NH  
Master of English Language & Literature (MA)  
Tolkien Studies & Comparative Germanic Philology  
Expected Graduation 2018 GPA: 3.6

The Art Institute of Atlanta Atlanta, GA  
Bachelor of Fine Arts (BFA) Graphic Design  
Graduated June 2006 GPA: 3.5

### HONORS

**Printing Industry Association of Georgia Awards**  
2009 Award of Excellence | CNN Loreal Program

**AMY Awards** 2009 Finalist - Print Advertising |  
ING Marathon Campaign

**Summit Creative Awards** 2009 - Silver, PSA/Advocacy  
Single Medium | ING Foundation Ads

**Student Awards Show** 2006 1st Place Advertising  
2nd Place Show | Birkenstock Campaign

**Dean's List**  
Summer/Fall 2003 | Fall 2005 | Winter 2006 | Spring 2006

**The National Dean's List** 2002-2003