

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 2018-Present
InfoMart Atlanta, GA

- Consolidated digital and print materials to a consistent brand identity and guided sales and product development's use
- Developed long-term content and marketing strategies with content manager, resulting in +125% marketing influenced deals, +30% email opens & clicks, +21% average google position
- Created processes to streamline project management and approvals between the marketing team and c-suite

Senior Graphic Designer 2011-2018
Deloitte Services, LLC 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 2008-2016
La Salope Grafique, LLC 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 2008-2011
Planet Studio, LLC 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 2007-2008
fitATLANTA magazine 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 2006-2008
In-line Creative Solutions 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 2006
Break Magazine 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