

Lexie Palmer

Senior Visual & UI/UX Designer

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Summary

Strategic and innovative Senior Visual & UI/UX Designer with a proven track record in creating sophisticated digital brand experiences that are intuitive, impactful, and accessible. A passionate problem-solver, I thrive on crafting elegant solutions to complex business challenges. With a keen eye for detail and pixel-level precision, I am known for extending design vocabularies within brand guidelines to create engaging and accessible designs.

Dedicated to staying ahead of design trends, I continuously refresh my skills in response to the ever-changing design landscape. Currently undergoing a Springboard certification, I am actively mastering new skills in information architecture, wireframing, prototyping, eCommerce, persuasive design, gamification, dashboards, and social media design. This commitment ensures that I bring the latest design methodologies to every project, combining creativity with functionality to deliver cutting-edge solutions.

Committed to delivering work at the highest quality standards within fast-paced and innovative environments, I am poised to contribute my expertise to elevate digital experiences.

Experience

Nisolo / Senior UX Designer

MAY 2022 - PRESENT, REMOTE (1 YEAR, 9 MONTHS)

Spearheaded design projects spanning graphic design, web design, and UX/UI design, contributing to the overall growth of the brand.

Designed and wrote copy for all email marketing campaigns using Figma and Klaviyo, with email campaign revenue resulting in \$5-50k+ (during the holiday season) per email.

Implemented innovative design strategies resulting in a 51% increase in overall revenue this year alone including increased user engagement and conversion rates across channels.

Collaborated with cross-functional teams to ensure seamless integration of design elements into marketing and e-commerce platforms.

Among Florals Design Studio / Creative Director

MAY 2021 - JULY 2023, REMOTE (2 YEARS, 3 MONTHS)

Led the creative direction of the studio, working collaboratively with clients to create holistic brand strategies, identities, and websites.

Empowered clients with confident and unique branding strategies, resulting in sought-after, profitable businesses.

Worked with 14 clients across industries including nonprofit, wine importation, mobile app development, horticulture garden center, winery, café, and ecommerce.

5th Factory Digital Marketing Agency / Director of Graphic Design & Marketing

JUNE 2020 - DECEMBER 2020, NASHVILLE, TN (7 MONTHS)

Directed graphic design and digital marketing initiatives, overseeing the development of engaging visual content and marketing strategies.

Played a key role in enhancing brand visibility and digital presence.

Managed a second junior designer and photographer on branding and marketing initiatives.

Thistle Farms / Digital Marketing Coordinator

NOVEMBER 2019 - JUNE 2020, NASHVILLE, TN (9 MONTHS)

Coordinated digital marketing efforts, leveraging skills in graphic design and marketing to enhance the organization's online presence.

Executed strategies that contributed to increased visibility and engagement.

Designed and wrote marketing copy for all email campaigns and managed Shopify ecommerce website.

Skoller / UI/UX Designer + Marketing Coordinator

JANUARY 2018 - NOVEMBER 2019, NASHVILLE, TN (1 YEAR, 9 MONTHS)

Led design for an intuitive course schedule app, driving a significant increase in user adoption.

Executed strategic marketing initiatives and crafted compelling investor pitch decks, securing Series A Seed Round funding for app development.

Collaborated with cross-functional teams to deliver engaging promotional videos and animated marketing campaigns, contributing to successful market positioning for Skoller.

Education

Springboard / UI/UX Certification

OCTOBER 2023 - PRESENT, REMOTE

Currently mastering essential skills in information architecture, wireframing, prototyping, eCommerce, persuasive design, gamification, dashboards, and social media design.

Engaging in hands-on experience in product lifecycle design, ensuring a holistic understanding of user-centered design principles.

Pursuing continuing education after attending the Figma Annual Conference in San Francisco this July 2023 and wanting to be on the forefront of the UX design movement.

Belmont University / BFA, Design Communications with an
emphasis in Design Administration
MAY 2015 - AUGUST 2019, NASHVILLE, TN

Important Links

LinkedIn Profile: <https://www.linkedin.com/in/lexie-palmer-4b036bb8/>

Portfolio Website: <https://www.lexiepalmer.com>

Nisolo Email Marketing Designs: <https://milled.com/nisolo.com>