

ALIX JACKSON

CREATIVE LEAD

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PROFESSIONAL SUMMARY

Dynamic and results-driven creative professional with over 5 years of experience in graphic design, digital media marketing, and project management. Adept at leading cross-functional teams and skilled at leveraging user-centered design principles and marketing strategies to deliver visually compelling content and manage projects from inception to completion, ensuring timely delivery and exceeding client expectations.

Skills

Figma, Wireframing, Prototyping, User Experience, UX Research, Project Management, DEIB, Visual Design, UX Design, HTML, CSS, JavaScript, Web Design, Mobile Design, Agile, Adobe Creative Suite, Canva, Google Workspace, Google Ads Manager, Facebook Ads Manager.

FREELANCING EXPERIENCE

FREELANCE GRAPHIC DESIGNER

2020 - Present

ALIX SKYE DESIGN

- ❖ Collaborates with small businesses and private clients to create logos, branding materials and marketing campaigns.
- ❖ Designs and optimizes websites for improved UX, leading to 15% increase in brand recognition and 30% increase in web traffic.
- ❖ Manages multiple concurrent projects with strict deadlines and delivering early or on time.
- ❖ Develops and maintains design systems to ensure consistency and scalability across products.
- ❖ Implements user-centered design principles to create intuitive and accessible interfaces for diverse user bases.
- ❖ Creates interactive prototypes using Figma and the Adobe Creative Suite to test designs and iterate quickly.

PROFESSIONAL EXPERIENCE

EXECUTIVE PRODUCER/CREATIVE DIRECTOR

2021 - Present

BADDIEBARDS PODCAST

- ❖ Manages the time and resources for a team of around 10 people in order to reach predetermined objectives to further the mission of the company.
- ❖ Stay up-to-date with industry trends, emerging technologies, and best practices in graphic design, digital media marketing, and project management.
- ❖ Provides guidance and technical assistance for operations and systems used by project staff.
- ❖ Oversee the design process, from initial ideation to final production, ensuring high-quality and visually appealing deliverables across various digital platforms.
- ❖ Lead the conceptualization, development, and execution of creative marketing campaigns that align with the company's brand identity and marketing objectives.
- ❖ Participates in interview panels, onboarding, and training of new project staff.

DOCUMENT CONTROL SPECIALIST

2021 - Present

SCPDA

- ❖ Facilitates 2 pieces of training per quarter for 160 employees by developing and facilitating professional video training on how to use SharePoint, and OneNote to eliminate skill gaps.
- ❖ Spearheads change management in Data Migration from Shared Drive to SharePoint Conversion, moving company data materials from print paper to an online database for storage.
- ❖ Conducts meetings with C-level management on content curation ideas for program development and curriculum, ensuring instructional resources align with stakeholders' vision.
- ❖ Oversees project planning process for the Charter program by reviewing and updating Instructor-led-training manuals for onboarding processes, promoting Diversity Equity, and Inclusion (DEI) in company culture.
- ❖ Participates in monthly meetings with the team members to provide updates on project status including analyzing student data and test scores to assess learning and recommend corrective action plans.
- ❖ Collaborates with the IT department in systems implementation by supporting the ticketing system for end users' experience issues, improving conversion rates by 75%.

RECRUITING COORDINATOR

2021 - 2021

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- ❖ Managed 200-300 candidates daily by coordinating with the recruiters to ensure correct data entry of applicant information in excel macro, eliminating duplicates.
- ❖ Collaborated with 3 team members in caseload management, enhancing hiring processes to reduce time to fill.
- ❖ Coordinated with HR to ensure the onboarding process complied with deadlines and hiring expectations.
- ❖ Participated in daily meetings with the supervisor for culture training and team building, boosting collaboration among team members in achieving business goals.
- ❖ Established online communication with candidates through email to schedule and reschedule interviews, adjusting in the systems to allow for proper interview planning.

DATA ENTRY OPERATOR II

2015 - 2021

SWHR

- ❖ Facilitated change management by translating data for 4K+ providers to facilitate data migration from the NTSP network into SWHR systems within 6 weeks.
- ❖ Conducted Quality Assurance Audits by consulting with 200-300 providers for updating client information, ensuring compliance with Government standards.
- ❖ Oversaw database management to retrieve client information used in designing marketing content for welcoming packages, maximizing client satisfaction.
- ❖ Participated in quarterly projects to clean up data management systems by auditing data systems and deployments to identify errors, and maintaining data accuracy, quality, and integrity.

EDUCATION & CERTIFICATIONS

UX Design Certification Course / *Google* – 2023

Digital Media Marketing Certification Course / *Meta* – 2024