

ALEXIS MAYOTTE

SENIOR GRAPHIC DESIGNER

PORTLAND, OR

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Summary

Dynamic Senior Graphic Designer with 9+ years of experience delivering strategic, high-impact designs across digital and print platforms. Expert in building cohesive brand identities, creating compelling marketing campaigns, and crafting data-driven visuals. Proficient in Adobe Creative Suite, typography, and layout design. Known for meticulous attention to detail, strong collaboration, and a proven ability to manage projects from concept to completion while ensuring brand consistency. Skilled in mentoring teams and optimizing workflows to enhance creative output.

Core Competencies

Branding and Identity Design
Adobe Creative Suite Proficiency
Typography and Layout Design

Team Training and Development
Project Management
Workflow Optimization

Cross-Functional Collaboration
Marketing Collateral Development
Data Visualization and Infographic

Leadership Experience

LEAD GRAPHIC DESIGNER

RACILA DESIGN | AUGUST 2022 - MAY 2023

- Developed and implemented a comprehensive brand style guide for the agency, ensuring consistent visual identity across all marketing materials and client projects.
- Led a strategic overhaul of the agency's social media design, utilizing innovative solutions to effectively target and engage the desired audience.
- Mentored senior and junior designers, fostering creativity and collaboration through constructive feedback and guidance.
- Designed and produced print and digital materials, including branding, signage, packaging, and collateral for 30+ luxury residential developments.
- Created dynamic client presentations, incorporating advanced data visualization to engage high-profile stakeholders.

DESIGN DEVELOPMENT ENGINEER LEAD

EPIQ | SEPTEMBER 2019 - AUGUST 2022

PRIOR PROMOTED POSITIONS: DESIGNER I, DESIGNER II

- Led training and onboarding for Design Development Engineers, including international and ESL contractors, ensuring smooth transitions and skill development.
- Overhauled the training program, reducing timelines by 50% and enhancing individual growth through comprehensive tutorial videos and content.
- Developed complex, data-driven mailings, combining typography, layout, and image formatting with conditional logic and programming languages (Python, HTML, JavaScript).
- Facilitated bi-weekly meetings and quarterly bootcamps, promoting cross-team collaboration and alignment.
- Acted as the primary point of contact for resolving project roadblocks, providing solutions, and managing risk.
- Received the 2020 and 2021 Recognition Award for outstanding collaboration and contributions to team success.

Professional Experience

DESIGN DEVELOPMENT ENGINEER

EPIQ | DECEMBER 2023 – PRESENT

- Optimized dynamic legal documents for class action settlements, integrating personalized data for high-efficiency distribution.
- Designed and executed email campaigns with dynamic content to drive client engagement.
- Worked closely with legal teams to ensure compliance and accuracy while maintaining a user-focused design approach.

GRAPHIC DESIGNER

MUSTHAVEMENUS | MAY 2017 - FEBRUARY 2019

- Designed 300+ custom menus and restaurant collateral, directly contributing over \$100K in sales.
- Conducted user research to optimize print materials and launched a new digital design template product line.
- Improved internal design systems by developing cohesive marketing templates and curating a library of social media assets.

FREELANCE GRAPHIC DESIGNER

RACILA DESIGN | DECEMBER 2016 - SEPTEMBER 2019

- Delivered branding solutions for startups, small businesses, and corporations, focusing on logos, signage, and packaging.
- Developed visually cohesive marketing materials tailored to each client's unique needs and brand values.
- Managed multiple projects simultaneously, ensuring timely delivery and client satisfaction.

DIGITAL DESIGN & MARKETING MANAGER

WHOLEHEARTED BUSINESS DEVELOPMENT | JUNE 2016 - OCTOBER 2016

- Designed responsive websites, email campaigns, and digital newsletters to drive engagement and conversions.
- Created wireframes and prototypes to streamline the web development process.
- Maintained brand consistency across social media platforms, delivering creative assets aligned with client goals.

PRODUCTION GRAPHIC DESIGNER

BENCH CRAFT COMPANY | SEPTEMBER 2015 - JUNE 2016

- Designed custom advertisements for golf course materials, including guides, signs, and benches.
- Collaborated directly with clients to ensure designs met specifications and brand preferences.

Education

SOUTHERN NEW HAMPSHIRE UNIVERSITY

GRADUATED WITH CUM LAUDE HONORS | GPA 3.8

- Bachelor of Arts Degree in Graphic Design & Media Arts | Minor in Marketing

Skills

Adobe Creative Suite (InDesign, Photoshop, Illustrator)
Web Design & Development
(Basic proficiency in HTML5, CSS3, JavaScript)
User-Centered Design (UX/UI Principles, User Research)
Social Media Design & Optimization
Project Management Tools (Asana, Monday)

Marketing Strategy & Campaigns
Email Marketing Platforms
(Mailchimp, HubSpot, Campaigner)
Prototyping & Wireframing
Print Production & Prepress
Photo Editing & Retouching