

ALICYN LENFESTY

DIGITAL DESIGNER

(760) 845 - 3190

alicyn_branigan@yahoo.com

www.alicynlenfesty.com

Experienced Digital Designer with 8+ years specializing in DTC eCommerce. From eye-popping graphics and promo banners to emails people actually open and ads that stop thumbs mid-swipe. I design with one goal in mind: more clicks, more conversions, more love for your brand.

SKILLS

PROFESSIONAL

- Email Marketing Design
- E-commerce Platform Management
- Paid Media Design
- Video Editing + Animation
- Landing Page Design + Optimization
- Web Tools + Apps Integration
- Photo Retouching
- Cross-functional Collaboration
- Self Starter
- Project Management

TECHNICAL

- Shopify
- Yotpo
- Nosto
- Klaviyo
- MailChimp
- Adobe Photoshop
- Adobe After Effects
- Adobe InDesign
- Adobe Illustrator

EDUCATION

Mira Costa College
2015 - 2017

PROFESSIONAL EXPERIENCE

Visual Designer UX/UI

Thirty Three Threads - Tavi Active, ToeSox, Vooray | 2022 - current

Specializing in direct-to-consumer (DTC) eCommerce, I create engaging email campaigns, eye-catching paid media assets and landing pages that significantly enhanced our brands presence.

- Design and manage email marketing assets across three distinct brands
- Lead, mentor, and provide creative direction to junior designers
- Conceptualize and design paid media assets for all major digital platforms
- Conduct website audits to identify design and user experience improvement opportunities
- Design and optimize landing pages with a focus on engagement and conversion.
- Partner with web development teams to ensure accurate implementation of design and UX/UI concepts

Senior Digital Designer

Eufora International - Salon Pro Hair Care | 2021 - 2022

- Create broadcast emails and automated flows using Klaviyo
- Design assets for social media, print materials, and product packaging
- Develop wireframes, manage Shopify storefronts, and integrate third-party apps
- Edit video content and build animations for social media platforms
- Lead photoshoot prep, including product styling and creative organization
- Retouch product imagery for use in both print and digital channels

Senior Graphic Designer

Moxy - Creative Agency | 2018 - 2021

Assigned multiple client accounts that I managed & collaborated with for various design tasks. For each account I was responsible for one or more of the following:

- Graphic design: Print, packaging, social media, advertisements and more
- Creative direction: Plan and organize photo shoots for social media
- Branding: Organizing/styling photo shoots, logo design and brand guidelines
- Video: Edit for web and social media, create animations

Notable clients include: Jack in The Box, Rubios, Brixton, CaliRed, Kopari Beauty, Petco, and San Diego Hat Co.

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EDUCATION

Mira Costa College
2015 - 2017

PROFESSIONAL EXPERIENCE CONTINUED

Graphic Designer

Pacific Plus - Creative Agency | 2017 - 2018

Assigned multiple client accounts that I managed & collaborated with for various design tasks. For each account I was responsible for one or more of the following:

- Graphic design: Print, social media, advertisements and more
- Web design: Build wireframes and manage Shopify accounts
- Branding: Organizing/styling photo shoots, logo design and brand guidelines

Notable clients include: Colorscience, JOCKO, Matisse, Nike