Lexi Gevisenheit

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Savannah College of Art and Design
Major - UX/UI Design | GPA 4.0

Work Experience

Forio I UX/UI Design Lead & Brand Manager I January 2022 - Present

- **Product Strategy & Game Design:** Collaborate with game designers to conceptualize and develop interactive learning simulations that align with client learning objectives and business goals.
- **End-to-End UX/UI Design & Accessibility:** Translate concepts into wireframes and high-fidelity mockups to create intuitive, user-centered digital experiences that align with client brand guidelines, meet WCAG accessibility standards, and adapt seamlessly across desktop, tablet, and mobile devices.
- **AI Product Innovation:** Conceptualize and design AI-powered features, including generative video creation, conversational AI, and automated scoring systems within interactive simulations.
- **Cross-Functional Collaboration:** Partner with game designers, developers, and stakeholders to translate complex requirements into functional, engaging digital experiences.
- **UX Research & Usability Testing:** Lead the development and execution of tailored beta-testing strategies, adapting research methodologies to evaluate usability, functionality, and learning effectiveness.
- **Brand Strategy & AI Integration:** Led Forio's comprehensive rebrand, establishing a new visual identity and redesigning the company website. Developed a custom Claude AI skill to automate the creation of brand-compliant sales presentations using predefined design guidelines and reusable approved assets.

Reformed By Jill | Brand & Digital Experience Designer I August 2026 – Present

- **Brand Strategy & Identity:** Developed the brand's market positioning, marketing strategy, and visual identity, including typography, color systems, and creative direction, to establish a cohesive and differentiated brand presence.
- **UX/UI & Website Design:** Designed and developed a responsive website in Framer, creating an intuitive digital experience that guides users through class offerings, pricing, and booking.
- **Customer Experience Strategy:** Simplified the membership and package selection process to reduce choice overload, aligning the digital experience with customer needs and business objectives.

WebMD | UX/UI Designer I June 2021 - August 2021

- **Digital Experience Design:** Designed responsive microsites for pharmaceutical clients, ensuring alignment with brand guidelines, regulatory requirements, and accessibility standards.
- **UX/UI Design & Prototyping:** Contributed to the design of the WebMD app and high-traffic websites, developing wireframes, prototypes, and responsive layouts to create intuitive, user-centered experiences across digital platforms.

Capital One x SCADpro | Project Lead/ UX Design Lead I January 2021 - March 2021

- **Product Strategy & Innovation:** Led the conceptualization and design of digital experiences for the Venture X luxury travel card, aligning innovative features with customer needs and business objectives.
- **Project Leadership & Collaboration:** Directed a multidisciplinary team through a multi-phase design project, overseeing creative direction, project coordination, and the development of a cohesive product experience.
- **UX/UI & Digital Experience Design:** Designed enhancements to the Venture X mobile app and a companion travel website, creating intuitive interfaces that integrated cardholder benefits, travel experiences, and rewards.

Skills

- **Design & UX:** End-to-End Product Design, UX/UI Design, User Research, Wireframing, High-Fidelity Prototyping, User Flows, Information Architecture, Interaction Design, Responsive Design, WCAG Accessibility, Usability Testing, Visual Design, AI-Powered Product Design
- **Brand & Strategy:** Brand Identity, Brand Strategy, Market Positioning, Creative Direction, Design Systems, Marketing Strategy
- **Tools & Technology:** Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Framer, Claude AI, Jira, Google Workspace, Microsoft Office

Achievements

- **Allergy:** 8 Indigo Design Awards, 1 International Design Award
- **Electek:** 7 Indigo Design Awards, 1 International Design Award
- **WonderBudi:** 2 International Design Awards