

ALEXI LEE

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DESIGN EXPERIENCE

Creative Designer Co-op | The Hermit on Green Street (Hingham, MA)

July 2025 – February 2026

- Wrote and designed monthly email newsletters sent to about 200 subscribers.
- Created Instagram reels and posts and photographed products for social media and the website; grew followers from about 2,500 to 3,500 during the co-op.
- Designed signage for the shop's interior, exterior, and a local farmers market.
- Co-designed pages of the Squarespace website with the owner, tracked visitor traffic, and supported SEO improvements.
- Managed website product listings and general site upkeep.

Market Associate & Brand Content Assistant | Red + Wolf (Boston, MA)

July – November 2025 (Sundays)

- Represented an eco-friendly watercolor art brand at SOWA Open Market, selling prints, cards, and tote bags directly to customers.
- Designed and styled product displays at the booth to attract foot traffic and showcase the collection.
- Photographed products and created social media content to grow the brand's online presence.
- Refreshed Etsy listings with new photos and keywords to improve search visibility.

EDUCATION

Northeastern University (Boston, MA)

BFA in Design, Interaction Design Concentration | Dean's Scholarship | *April 2026*

Relevant Courses: Interaction Design (I & II), Typography (I & II), Experience and Interaction, Prototyping with Code, Design for Community, Designing AI for Education

University College Dublin (Dublin, IR)

Study Abroad (*September – December 2021*)

ADDITIONAL EXPERIENCE

Counselor | Camp Naru (Poconos, PA)

August 2026

- Supervised a group of eight 11-year-old campers for a one-week session, ensuring their safety, well-being, and participation.
- Partnered with a co-counselor to plan and coordinate daily schedules and activities.
- Mentored a counselor in training (CIT), providing guidance and modeling leadership.

Team Member | Mavi's Pizza and Pasta (Fort Lee, NJ)

June 2026 – Present

- Take and serve food and to-go orders, make drinks, and seat guests in a fast-paced restaurant.
- Manage the register and phone inquiries, and maintain an organized, well-stocked space.

SKILLS

Design: visual design, typography, branding, social and email content, signage, product photography, prototyping, website SEO

Tools: Figma, Adobe Photoshop, Illustrator, InDesign, Lightroom, Canva; Squarespace, Etsy

Coding Languages (basic): HTML, CSS, JavaScript