

ALEXIS SEENEY

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CREATIVE DIRECTOR & UX/UI DESIGNER | BRAND SYSTEMS · DIGITAL EXPERIENCES · USER INTERFACE

SUMMARY

Creative Director and UX/UI Designer with 10+ years of experience creating user-centered, visually engaging digital experiences across civic institutions, mission-driven organizations, and private-sector brands. Skilled in transforming complex initiatives into intuitive web pages, microsites, and digital products that strengthen trust, advance business objectives, and inspire action. Expertise in UX strategy, visual design, and brand systems across responsive web, mobile, and cross-platform campaigns.

PROFESSIONAL EXPERIENCE

DESIGN LEAD

Executive Office of Mayor Muriel Bowser (Office of Communications) – Washington, D.C. | 2023–present

- Directed creative for citywide campaigns across digital, web, social, print, and out-of-home media—delivering rapid-turnaround content under high-pressure conditions.
- Designed microsites and web pages for policy rollouts and civic initiatives, collaborating with developers and comms teams to ensure clarity, accessibility, and alignment with WCAG standards.
- Built scalable design systems that unified agency communications for a city of 700,000+ residents.

SENIOR DESIGNER

Executive Office of Mayor Andre Dickens (Office of Communications) – Atlanta, GA | 2022–2023

- Developed the City of Atlanta's first standardized brand identity system, uniting 25+ departments under a cohesive framework.
- Led UX/UI and creative for civic campaigns and public initiatives, translating complex programs into accessible digital storytelling.
- Partnered with senior officials and vendors to elevate the city's web and public presence.

SENIOR UX/UI DESIGNER

Crystal Quest – Kennesaw, GA | 2019–2022

- Led UX/UI design and digital strategy for national campaigns, increasing conversions by 50% through optimized user journeys, prototyping, and responsive landing pages.
- Designed across web applications, lifecycle marketing, and e-commerce flows while collaborating with product, marketing, and engineering teams.
- Built and scaled a unified brand and design system spanning packaging, digital, and social media.

ART DIRECTOR

Fayetteville State University – Fayetteville, NC | 2015-2019

- Directed creative campaigns for recruitment, fundraising, and athletics, strengthening institutional identity.
- Designed and executed cross-platform creative spanning digital, print, and environmental media.
- Positioned design as a strategic driver for enrollment, advancement, and community engagement.

EDUCATION

Bachelor of Fine Arts
Fayetteville State University

CERTIFICATIONS

Google UX Design
Professional Certificate

CAPABILITIES & TOOLS

Figma · Sketch · Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro) · Keynote · Google Workspace · Slack · Trello · HTML/CSS · JavaScript · Accessibility (WCAG) · Agile/Scrum