

LEX FERGUSON

CONTACT

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Wayne, NJ

EDUCATION

Monmouth University
West Long Branch, NJ
BFA in Design & Animation
with a concentration in Graphic
and Interactive Design
3.6 GPA

SKILLS

Adobe Creative Suite

Photoshop
InDesign
Lightroom
Illustrator
XD
Premier

Technical

Figma
HTML/CSS
Social Media Management
Wireframing
UI/UX Design

INTERESTS

Fine Arts
Web Development & Coding
Digital Marketing
Mechanic Work
Music Creation
Percussionist & Guitarist

LANGUAGES

ASL, basic proficiency

ABOUT

Hello! I am a New Jersey based Graphic Designer at Monmouth University. My skills in design, coding, and fine arts drive my focus on clever UI design. I collaborate with teams to create standout brands and products, always staying updated with the latest design trends.

WORK EXPERIENCE

RSP MEDIA / Photo Editor and Layout Intern Pompton Plains, NJ / 2022-Present

- Capture high-end jewelry using various lighting sources & angles to showcase detailed features & enhance customer pre-purchase visualization.
- Develop, color-corrected, and ensured image quality.
- Collaborate with team on layout designs for marketing materials and magazine spreads.

CHRISTIANS HEALTH CENTER / VOLUNTEER GOLF INSTRUCTOR Wycoff, NJ / 2023-Present

- Instruct seniors in golf lessons & simulator sessions, cultivating an interactive & enjoyable learning atmosphere for 1-2 hours per session.
- Continue to offer lessons whenever available, providing ongoing support to residents.

PACKANACK GOLF CLUB / CLUB WEB MANAGER & ASSISTANT Wayne, NJ / 2022-Present

- Responsible for opening and closing the golf shop for over four years, ensuring smooth daily operations.
- Assisting golfers with their needs throughout their visit.
- Maintained & enhanced the golf course website, ensuring up-to-date information & optimizing user experience with tools like Figma & Framer.

SAGEAIO / FOUNDER & DIGITAL MANAGER REMOTE / 2021-2023

- Founded and managed a retail solutions startup, overseeing a team of developers and designers from different countries.
- Served as the UI designer, creating user-friendly interfaces for the brand's digital products & website.
- Directed social media accounts with over 10,000 followers, crafting content & strategies to foster customer engagement & bolster brand visibility on Instagram & Twitter customers and build brand presence.

