LEXI *PROKOPIUS*

216.978.5068 | LEXIPRO2001@GMAIL.COM | LEXIDESIGNS.CO

Brand Designer specializing in visual identity, creating consistent designs across digital, print, and web

Capabilities & Strengths

Brand System Development | Marketing Campaign Design | Multi-Platform Design | Execution Concept to Final Design Visual Storytelling | Brand Consistency | Creative Design | Attention to detail | Team Collaboration

Skills

- Brand Identity
- Layout & Typography
- Print Design
- Digital Design
- Web Design

Software

Adobe Creative Cloud

Illustrator, Photoshop, InDesign, Acrobat, Lightroom

Other Softwares

Canva, WordPress, Elementor, Constant Contact

Experience

FREELANCE GRAPHIC DESINGER | SALES AND CLIENT RELATIONS

Independent | April 2026 - Present

- Develop and maintain client relationships to generate new business and repeat sales.
- Identify customer needs and present tailored creative solutions that align with their goals and budgets.
- Manage the full sales process, from initial client outreach and consultations to proposals, pricing, and closing projects.
- Negotiate project pricing, prepare estimates, and recommend additional services to increase revenue opportunities.
- Build long-term partnerships with local businesses through effective communication, customer service, and project management.

BARTENDER

The Old Fish House — Part-Time | April 2026 - Present

- Prepare and serve cocktails, beer, and wine accurately in a fast-paced restaurant environment.
- Provide attentive guest service, offer drink recommendations, and respond promptly to customer requests.
- Process cash and credit-card payments accurately using the restaurant's POS system.
- Complete opening and closing duties, including restocking liquor, preparing garnishes, and cleaning equipment.
- Coordinate with servers and kitchen staff to keep service efficient during high-volume periods.

GRAPHIC DESIGNER / MARKETER

The Food Connector — Remote | 2022-May 2026

- Design brand-forward social media, email campaigns, and print collateral (sell sheets, trade show materials, brochures, etc.)
- Develop cohesive visual identities and ensure consistency across all brand touch-points
- Extend brand systems into website layouts, maintaining visual integrity across digital experiences
- Design website pages that align with brand guidelines and overall creative direction
- Collaborate with marketing and production teams to execute cohesive brand campaigns
- Manage multiple projects in a fast-paced, deadline-driven environment

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Experience

GRAPHIC DESIGNER

The Hive Design Group — Baldwin Wallace University | 2022-2023

- Created client-facing print and digital materials using Adobe Creative Suite
- Translated client needs into strategic visual solutions
- Delivered final assets across multiple formats under tight deadlines

HEAD VOLLEYBALL COACH

Independence High School Boys Volleyball — Independence, OH | 2022-2025

- Led program development, including training structure, team strategy, and player performance
- Plan and execute practices focused on skill development and team cohesion
- Organize fundraising initiatives to support program growth and operations
- Collaborate with assistant coaches to implement game strategies and training plans
- Mentor athletes in both technical skills and leadership development

ASSISTANT VARSITY VOLLEYBALL COACH

Cuyahoga Heights High School Girls Volleyball — Cuyohoga Heights, OH | 2020-2022

- Support practice planning and execution, focusing on player development and performance
- Provide one-on-one coaching to improve individual skills and game understanding
- Assist in developing game strategies and analyzing team performance
- Monitor player progress and communicate feedback to head coach
- Contribute to a positive, disciplined, and team-oriented environment and training plans.

HOSTESS

The Winking Lizard — Independence, OH | Summer 2022

- Managed guest seating and ensured a positive dining experience
- Coordinated with servers to maintain efficient table flow during high-volume periods
- Assisted with food running, table turnover, and front-of-house operations
- Opened and closed the restaurant, including cleaning and register procedures

Inventory Organizer

North American Switchgear — Lakewood, OH | Seasonal 2019-2021

- Audited inventory to ensure accuracy between physical stock and database records
- Photographed inventory and uploaded assets to the company database and website
- Maintained organized warehouse systems to improve efficiency and accessibility