

alexis belliston

801.722.9952
alexisbelliston@gmail.com
website alexisbelliston.com

experience

Freelance Work

alexisbelliston.com

2011-Present

Work with a variety of clients, including: The Wiseman Group, Gathre, Nordstrom, CCG Interior Design, University of Utah, Polynesian Cultural Center, Hale Center Theater, Peterson Family Farm, Braid Workshop

Rags Apparel

rags.com

Marketing Director

Creative Director

Sr. Designer

January 2020-January 2023

Created the company's first brand architecture, visual identity and positioning
Drove strategic marketing initiatives based on revenue projections

Increased ROAS from 3x to 13x on key campaigns

Owned collaborations, including work with Disney, Warner Brothers, and Pixar

Championed a limited collaboration that drove 20x impressions and 5x typical revenue

Ran a team of 6+ creatives and contractors, keeping deadlines and budget

Liaison with ad agencies, managing marketing budget of 13% company revenue

Frequently had my patterns and body style designs selected by Nordstrom

Crumbl Cookies

crumblcookies.com

Sr. Brand Designer

October 2020-January 2021

Revamped the iconic "Pink Box"

Created a design system for cookie naming tags with ingredient + allergy icons

Helped orchestrate photoshoots for large brand campaigns

Carried out marketing strategies for team OKRs

SecurityMetrics

securitymetrics.com

Creative Director 2017-2019

Designer 2014-2015

Lead a brand refresh with new printed materials, style guide and website UI/UX

Trained marketing designer to create assets cohesive with new brand direction

Created 200+ page industry guide book, google ads, show graphics and web design

Created/advocated for a solid design process internally for optimized workflow

education

Brigham Young University

Provo, UT

2009-2015

Department of Design, BA Graphic Design

(3.9 GPA major; 3.66 GPA general)

Earned Talent Award & Academic Tuition Scholarships

skills

Highly competent in Adobe Creative Suite

Well-versed in project management softwares (Asana, Monday, Notion, etc)

Creative Direction — Brand Storytelling — Marketing Team Leadership

Ad Management (Spend, Strategy, Technical Understanding)

Marketing & Creative Calendar — Deadline + budget conscious

Task-oriented — Fluent in French (and fancy cheeses)