



lexi · hadar

skills & abilities

Adaptable

Able to learn and apply quickly and effectively; hard working, detail oriented, and able to multitask.

Experienced

Background in product packaging, design for digital and print, web design, and creating unique, effective designs for multiple brands. Experience working in a large corporate setting within brand guidelines.

Creative

Creative eye for design with strong organizational skills. Fine art background in illustration, paint, and digital art.

Adobe Suite

Proficient in Adobe Suite applications such as Illustrator, InDesign, Photoshop, and Xd.

Applications

Skilled in using both Macintosh and PC computers, as well as applications such as Microsoft Word, PowerPoint, and Excel. Previous experience working with HTML, CSS, and Processing.

design awards

Best Typography in Show

May 2018

Awarded "Best Typography Award" at BGSU's Graphic Design Senior Showcase

Student Addy Award

February 2018

Awarded Bronze Student Addy Award for "Sign of the Times" collaboration at the 2018 AAF Toledo ADDY Awards

Silvia Passerini Davenport Award

February 2017

Awarded at BGSU's 66th Annual Undergraduate Exhibition for rebranding of Tommy's Restaurant

experience

Packaging Graphic Designer | JOANN Stores Inc.

September 2018 – Present

Develop logos and packaging guidelines for JOANN private label brands. Communicate and work with international and domestic suppliers to keep brand alignment across packaging for all products. Review packaging artwork submissions from suppliers via Grovesite. Review packaging print proofs for quality and color matching. Communicate with numerous cross functional teams at JOANN. Mockup physical packaging for products. Direct and style product lifestyle photoshoots. Manage high volume of work in a fast-paced environment.

Graphic Designer | Spirit of Bainbridge

June 2018 – May 2021

Graphic design work creating and editing advertisements for a local newspaper.

Graphic Design Intern | Stephenson + Taylor

May 2017 – October 2017

Project work for clients that included design for print and digital mediums and design within company branding. Clients included Chase Brass and Copper Company LLC, Toledo Spirits Company, Greenfiber, Surface Combustion, and Carlisle Fluid Technologies.

education

Bowling Green State University

May 2018

Bachelor in Fine Arts in Graphic Design
Graduated Cum Laude

Kenston High School

May 2014

Graduated with Honors and Cum Laude