

ALEXIS SEENEY

A creative director with range and vision.
Building ideas that travel across clients, industries, and audiences.

PORTFOLIO: WWW.SEENEYALEXIS.COM

Washington, DC • Atlanta, GA | seeneyalexis@outlook.com | 202.993.8564

Creative director with a decade of experience shaping brand systems, campaigns, and creative teams across civic, corporate, and cultural sectors. Known for transforming complex ideas into visual narratives that connect with real audiences. I lead with clarity, taste, and intention—building creative cultures where bold ideas and strategic rigor coexist.

CORE EXPERTISE

Design
Branding
Digital / UI/UX
Strategy
Social
Campaigns
Messaging

EDUCATION

Bachelor of Fine Arts
Fayetteville State University

CERTIFICATIONS

Google UX Design
Professional Certificate

EXPERIENCE

DESIGN LEAD

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

- Lead design and art direction for high-visibility campaigns that define the city's visual presence and communicate executive priorities to the public.
- Partner with senior leadership to shape a unified brand language across digital, print, and experiential media, ensuring clarity, accessibility, and creative excellence.

SENIOR DESIGNER

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

- Directed the development of a unified city brand under Mayor Dickens' Moving Atlanta Forward agenda, connecting 25+ departments through a cohesive visual system.
- Directed a team of videographers and photographers to produce cohesive, on-brand visual content that elevated storytelling across multiple platforms.

CREATIVE DIRECTOR, FOUNDER

LAVONT (Self-Employed) | 2020–present

- Build and direct brand identities and campaigns for businesses, nonprofits, and cultural organizations with a focus on strategic design and storytelling.
- Lead creative direction and client strategy to deliver cohesive, growth-oriented outcomes.

SENIOR DESIGNER - UI/UX & BRAND

Crystal Quest – Kennesaw, GA | 2019–2022

- Elevated a \$10M+ e-commerce brand through UX redesign, digital storytelling, and unified visual strategy across product and marketing.
- Supervised a team of three junior designers, streamlining collaboration and elevating the quality and efficiency of design output.

ART DIRECTOR

Fayetteville State University – Fayetteville, NC | 2015–2019

- Oversaw creative strategy for recruitment, fundraising, and athletics campaigns, strengthening institutional visibility and brand coherence.
- Built scalable brand systems and guidelines that unified campus communications under a single identity.