

## ALEXIS CARRILLO

Email: wincy.works@gmail.com

Portfolio: wincy.design

Senior digital designer with a strong foundation in visual storytelling, brand consistency, and execution across eCommerce and marketing channels. Brings a thoughtful, detail-driven approach to concepting and delivering polished creative at scale.

## OBAGI MEDICAL

Graphic Designer, 9/2024 - 4/2025

- Executed performance-driven campaigns to elevate landing pages, ads, and email newsletters for stronger engagement and conversion.
- Designed high-quality, trend-forward paid media assets and impactful animations to support customer acquisition across social channels.
- Produced branded print materials for trade shows and sales teams, enhancing brand visibility across digital and in-person touchpoints.

## DEVACURL

Digital Designer, 10/2021 - 7/2023

- Partnered with marketing teams to design and optimize campaigns to enhance landing pages, microsites and promotional web experiences.
- Created omnichannel assets for launches and sales initiatives and delivered cohesive visuals that strengthened brand storytelling and engagement.

## TORRID

Contract Web & Print Designer, 6/2018 - 3/2020

- Produced seasonal campaign assets across in-store, outdoor, and digital touchpoints, delivering cohesive, on-brand creative that supported promotional goals.
- Developed and updated monthly toolkits for interior elevations and visual displays, providing scalable design solutions that supported nationwide retail teams.

## DISNEY CONSUMER PRODUCTS & INTERACTIVE

Senior Digital Designer, 4/2017 - 12/2017

- Created elevated animated emails while collaborating with cross-functional teams to produce editorial content highlighting newness, seasonal promotions, and guest stories.

## INNOVATIVE METRICS

Graphic Designer, 6/2016 - 4/2017

- Developed and tested high-fidelity wireframes for direct-response loan approval and background-check platforms, collaborating with developers to enhance visual interfaces across desktop and mobile.

## BEBE STUDIOS

Senior Graphic Designer, 11/2013 - 10/2015

- Oversaw production operations by scheduling and testing marketing emails and landing pages to ensure flawless deployment and user functionality.

E-commerce • Design • UI & UX Design • Adobe Creative Suite • Figma