



Lex Lauletta II

678.215.5715

lexlauletta2@gmail.com

lexlauletta.com

Education

2016 to 2018

**The Savannah College of Art & Design
(SCAD Atlanta)**

GPA: 3.9

Bachelor of Fine Arts in Advertising
Scholarship Athlete (Men's Golf)

Professional Experience

2018 MAY to PRESENT

Creative Consultant / Creative Direction

Priority Sports & Entertainment

- Produced promotional videos for professional athletes and Division 1 NCAA programs

2018 MARCH to PRESENT

Freelance Designer

Brian Balthazar, TV Show Producer

- Designed the logo and motion graphic for his popular pop culture blog- *popgoestheweek.com*

2017 DECEMBER to PRESENT

Freelance Designer

Quincy Brown, Actor and Singer

- Designed a video to promote his brand on Instagram, 60.1K views

2017 JANUARY to PRESENT

Freelance Web & Graphic Designer

Kat Graham, Actress and Singer

- Designed and operate her official site- *katgraham.com*
- Actively create graphic content for her 4.5M followers on Instagram

2017 FEBRUARY to OCTOBER

Freelance Videographer & Illustrator

Washington Nationals MLB Club

- Produced a social media video to promote the team's 2017 Promotional Calendar: Facebook- 168K views, 3K likes
- Illustrated comics for the team's social media platforms

2016 AUGUST

Freelance Web Designer

Voila Staging & Design, LLC

- Designed the website- *stagedbyvoila.com*

2016 JULY

Freelance Designer

Game Like Training Golf, LLC

- Branded a golf instruction academy out of Atlanta, GA
- Designed the logo and website
- Shot, edited, and produced two videos for the company
- Branded all marketing materials (stationery, social content, etc.)

2016 JUNE

Freelance Logo Designer

Twisted Telco, LLC

- Designed the logo and vehicle wrap for a telecommunications company out of Atlanta, Ga

2016 MAY

Freelance Designer

Triple H Tackling Academy, LLC

- Branded a football tackling academy out of Atlanta, GA
- Designed the logo and website
- Shot, edited, and produced two videos for the company
- Branded all marketing materials (stationery, flyers, social content, etc.)

Design Proficiency

Logo & Identity design

Web design

App design (iOS)

Illustration & Storyboarding

Final Cut Pro X

Adobe Suite-

Illustrator, Photoshop, After Effects, InDesign