

LEXI GELDBACH

Graphic Designer

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About

Visual Designer with 5+ years of experience creating brand-aligned assets across retail, e-commerce, and marketing environments. Skilled in Adobe Creative Suite with hands-on experience developing visual systems, supporting photoshoots, and translating brand identity into cohesive customer experiences. Proven ability to collaborate cross-functionally and deliver high-quality creative under tight deadlines.

Education

California Baptist University

August 2019 - May 2023

Bachelor's Degree

Major in Graphic Design

Minor in Marketing

Capstone in Clothing Brand

Skills

Adobe Suite: Photoshop, Illustrator, Lightroom, Indesign, and Acrobat

Visual Communication

Visual Merchandising

Social Media Management

Photography

Attention to Detail

Organization

Awards

National Judges Choice ADDY

National Gold ADDY

District Gold ADDY

Regional Gold ADDY

Regional Best of Show ADDY

Experience

Digital Designer

Bear Down Brands (Bentgo) | May 2023 - Present | Fullerton, CA

- Designed and produced multi-channel visual assets for product listings, social media, and paid advertising across 3 distinct brands.
- Collaborated with creative, content, and marketing teams to execute cohesive brand campaigns aligned with target audiences.
- Created visual guides for seasonal campaigns such as Back to School and Holiday to ensure a cohesive and successful promotion.
- Supported creative direction for 10+ photo and video shoots, managing talent, wardrobe styling, and set design.
- Developed brand familiarity across multiple customer segments to ensure consistent and effective visual storytelling.
- Created marketing visuals that supported product launches and customer engagement across digital platforms.

Marketing Intern

CBU Recreation | August 2021 - July 2023 | Riverside, CA

- Planned campaigns and created assets for upcoming events hosted by the Recreation Center, working closely with full time staff as well as other student workers to achieve a shared goal of serving the school and students who choose to participate in our events.
- Managed and implemented a new social media plan and calendar to best reach our audience.
- Created a new program, "Rec Recap," where students were able to see themselves represented in our programs.

Graphic Designer

The Shift Creative | April - August 2022 | Riverside, CA

- Created detailed vector renderings and mockups to visualize installations prior to production, improving client clarity and reducing revisions throughout the project.
- Translated client concepts into production-ready designs under tight timelines and budgets.
- Produced presentation visuals that communicated spatial and visual concepts effectively.

Visual Merchandiser

Tilly's | March 2020 - August 2021 | Menifee, CA

- Executed in-store visual merchandising displays aligned with brand guidelines and seasonal campaigns.
- Managed product placement and floor layout to create visually engaging and easy-to-navigate shopping experiences.
- Processed incoming shipments and translated inventory into cohesive, customer-facing displays.
- Adapted visual presentations based on store layout, inventory levels, and promotional priorities.
- Maintained visual standards across the sales floor, ensuring consistency, organization, and brand alignment.
- Managed sales associates in supporting storewide visual updates.