

Lexi Cassidy

Senior Designer · Social Media Designer · Motion Graphics Artist · Illustrator

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lexishea.design

Award-winning senior designer with expertise in branding, motion, illustration, and social-first creative. Proven track record producing high-impact content for major entertainment brands and healthcare clients, leading campaigns across digital, advertising, and social media.

WORK EXPERIENCE

Nickelodeon — Senior Designer, Nick Social

October 2021 – Present

- Design and animate social-first content for Nickelodeon's digital platforms, delivering high-impact visuals aligned with brand voice and campaign objectives.
- Create original illustrations, motion graphics, and video assets for marketing initiatives and promotional launches across major franchises.
- Collaborate with TikTok, NFL, and CBS to develop cross-brand promotional assets for large-scale events, including Super Bowl campaigns.
- Partner with marketing, social, and production teams to concept, design, and execute campaigns from ideation through final delivery.
- Maintain visual consistency across branding, animation style, and storytelling while optimizing content for platform-specific performance.

DenTEL — Brand Designer

July 2020 – June 2022

- Led design across all brand assets: logos, animations, advertising campaigns, marketing materials, and social media content.
- Developed cohesive brand systems to strengthen recognition across digital and print channels.
- Produced motion graphics to support campaign storytelling and audience engagement.

Island Dental Associates — Social Media Manager

October 2020 – May 2021

- Managed end-to-end social media strategy across Facebook and Instagram, including scheduling, content curation, and community engagement.
- Designed creative assets for retargeting ads, geo-targeted campaigns, and brand visuals.
- Conducted competitor research, trend analysis, and performance reporting to optimize content strategy and audience growth.
- Increased brand consistency and campaign effectiveness through data-driven creative decisions.

EDUCATION

Fashion Institute of Technology

BFA, Advertising & Digital Design

SKILLS

- Adobe Creative Suite
- Social Media Design
- Content Strategy
- Project Management
- Animation & Illustration
- Production & Editing
- AI Tools

AWARDS

Webby Awards (2025)

- Best Partnership or Collaboration (Social) – Nickelodeon's Super Bowl LVIII

Shorty Awards (2025)

- Sports – Nickelodeon's Super Bowl LVIII
- Best TikTok Presence – SpongeBob 25

GEMA Awards (2025)

- 360 Campaign: Holiday/Seasonal/Special Event Program – Nickelodeon's Super Bowl LVIII (Silver)
- Organic Social Media – SpongeBob's 25th Anniversary (Silver)

Bronze Pencil

- The One Club for Creativity