



Lexie Maldonado

Visual Communications

Personal Profile

- Strong interpersonal communication skills
- A creative and innovative thinker
- Possesses the ability to express information visually
- Consistent time management and organizational skills
- Open, positive and collaborative
- Passionate and self-driven
- A love for continued learning
- Ability to pick up and develop new skill sets quickly
- Strong understanding of design and branding principles

Technical Skills

- Experienced in Adobe Creative Suite
- Proficient in Canva, Figma and WordPress
- Knowledge of Popular Social Media platforms
- Microsoft (MS) Office
- Google Workspace Programs
- Experienced in Fashion, Portrait, and Product Photography as well as Photo Editing in Adobe Raw, and Photoshop
- Videography Production and Post Production in Premiere Pro

Media experience

New Balance Advertising Campaign

DEC 2025

- Collaborated with a classmate and a student from the Graphic Design and Advertising program who acted as our creative director, on a three part advertising campaign for New Balance
- Worked with our creative director to create a shot-list and call-sheet for our models, as well as compile a proplist which we then used to conduct a professional photoshoot in studio
- We then edited the photos using Adobe Bridge, Raw and Photoshop and presented our creative director with a call-sheet to choose the final images from
- My classmate and I then created our own designs and mockups for a billboard, web-banner and magazine advertisement using Adobe Photoshop, Illustrator and Indesign

Lucy & Yak Brand Analysis

NOV 2024

- Examined paid, editorial and owned media and put together a detailed, creative and engaging presentation that corresponds to the brand image
- Created a Media List of sustainable fashion magazines and outlets that might be interested in writing about the brand
- Rewrote Instagram posts with my knowledge of the brand's voice and who their audience is

EDUCATION

Humber Polytechnic — Media Communications

SEPT 2024 - JUNE 2026, ETOBICOKE ON

This program allows students to learn up-to-date, industry-standard media marketing, production and distribution skills. I will graduate with experience in photography, graphic design, motion design, strategic media writing, social media marketing and digital content creation.

Wilfrid Laurier University — BA, Honours Sociology

SEPT 2016 - JUNE 2021, WATERLOO ON

JOB EXPERIENCE

Tommy Hilfiger — Sales Associate

SEPT 2025 - PRESENT, HALTON HILLS, ON

- Providing exemplary customer service by employing detailed product knowledge, sales strategies and interpersonal skills
- Upholding organizational standards and a high-degree of visual presentation as one of the standard stores for visual presentation in Canada
- Working flexible hours and taking on a multitude of different roles, displaying my adaptability, time management, and ability to learn and employ new abilities efficiently

Agway Metals Inc. — Receptionist & Administrator

APR 2023 - AUG 2024, BRAMPTON, ON

- The first point of contact for customers to answer inquiries, offer support and direct them to the appropriate personnel or department
- Cultivating written communication abilities through the creation and distribution of internal and external notifications of policy changes and reminders
- Exhibiting the ability to meet tight deadlines through daily invoicing