

Re



Hi, I'm Lexi!



I'm often told that I live life like it's filled with sunshines and rainbows, and... they're not wrong. I'm an optimist who sees the beauty in everyone and everything. My goal is to lift others up and help them recognize what makes them shine. This goes for my work as a creative as well. I love learning about people, sharing their stories, and capturing the beautiful essence that makes every person unique.

As a recent Visual Communications graduate, I'm passionate about bringing my experiences from the University of South Carolina to creative projects and spread joy in people's lives both professionally and personally.

04

Photography

30

Digital

40

Design

48

Videography

Contents



04

Photography

Photojournalism





The Carolina Cup

I covered the 2024 Carolina Cup as a photojournalist during a weekend-long workshop with professional coaches. With our press passes, we had free reign throughout the event. I had the honor of meeting many incredible people including Bernard and Kate Dalton, the winners of the cup. My favorite part of the event was capturing the event both through visuals and spoken words, as I listened to everyone's unique stories and experiences with horse racing. Four of my photographs were published in The State newspaper along with my individualized captions.



The Strudel Shop

The Strudel Shop is a pastry restaurant in downtown Columbia, South Carolina. The owner, Kevin Kelly, hails from a long line of pastry chefs starting with his great-grandmother in Austria. His grandmother taught him the family recipes as a child, and his love for pastry making became lifelong. Kelly is extremely involved in the Columbia community. He enthusiastically supports local artists by displaying their works in his store and advertising local projects and fundraisers. He teaches pastry classes to friends and family and mentors aspiring chefs.

Working alongside writer Stephanie Roznowski, I spotlighted the Strudel Shop for Garnet and Black magazine. I entered the shop to a warm welcome and an invitation to join Kelly behind the counter for close up shots. For almost three hours I watched Kelly work, met customers, and listened to his powerful story. Every pastry was infused with attention and love which was present in the delicious final product. This photo story captures Kelly's dedication to both his craft and community.



Hollywood Black History Month Celebration

Hollywood is a small town outside of Charleston, South Carolina. I covered their Black History Month Celebration as part of a photojournalism assignment. The celebration included a parade, a DJ, live performers, and awards presented by Hollywood's mayor, Chardale Murray. My favorite part of this event, what I hoped to capture in the photos, was the love, pride, and traditions among the community. Everyone in the town knew one another and ran to greet and hug friends and family. The Hollywood locals welcomed me into their community, asking me questions about my major and getting to know me. I was grateful to celebrate among people with much passion for their heritage.





**Not Afraid
To Go There**



As a photographer for Garnet and Black magazine, I took photographs for an article on what it means to be a drag queen in Columbia. We did a shoot with Elena Devour and Houston Hangover to showcase the queens in their favorite looks. This piece was published in the Fall 2021 print edition and on the Garnet and Black website.



Mythical Muses

This style shoot for Garnet and Black centered around fairy tales and lore drawn from diverse cultures. Stories are an essential part of each culture’s identity and person’s origin. They explain why the world is the way it is, teach us about relationships, love, and loss, and inspire us to expand our imaginations. Kaylen Pritchard and I envisioned this shoot with Kylee Strickland serving as stylist. We found iconic fairy tales from multiple cultures and created modern retellings of the tales. In addition to photographing, I art directed and wrote the article accompanying this shoot. “Mythical Muses” was published in the Spring 2024 print edition and on the Garnet and Black website.

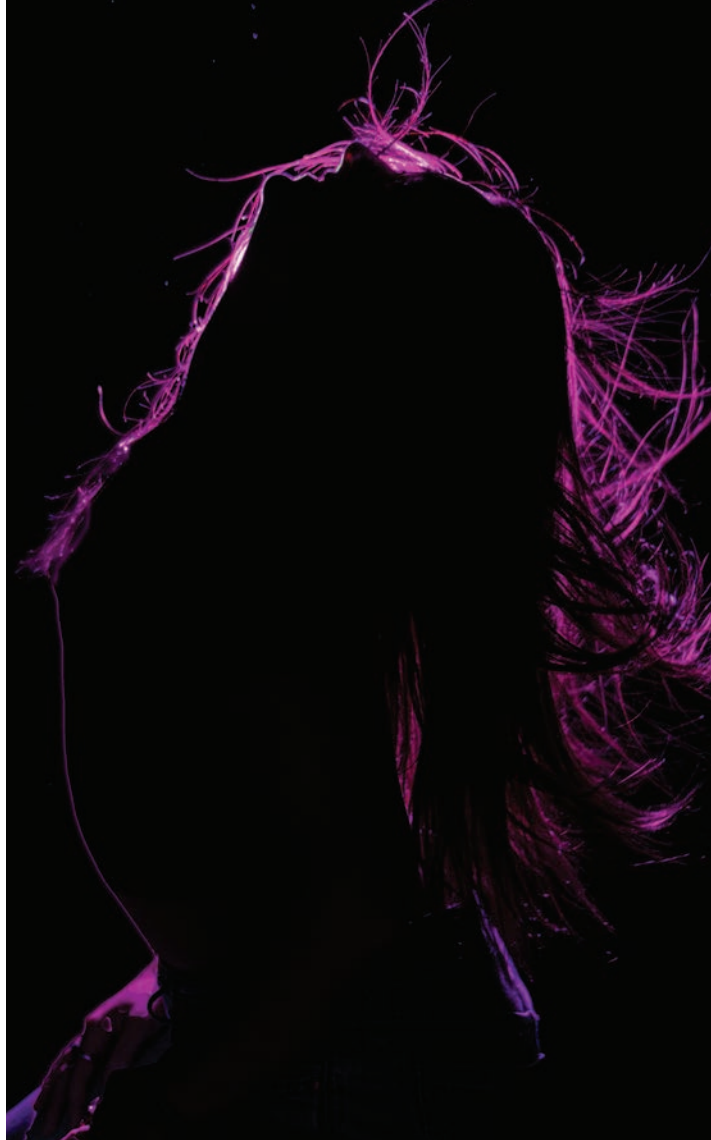


Yemoja: Yoruba religion





The Studio



One of my favorite parts of shooting in the lighting studio is using gels to play with color. Color is a central aspect of my photography, making my images vibrant and eye-catching. These photographs are compiled from three different shoots.



Event Photography





Sandy Hill Camp



Sandy Hill is an outdoor adventure camp in North East, Maryland that holds a special place in my heart. Growing up, Sandy Hill was my summer home. I have vivid memories of filling the drive home with endless stories and narrating every camp picture for my parents. While working here my event and action photography flourished. As a member of the media team I loved interacting with the campers, capturing the pure joy and warmth that being at camp brings.

The Third Floor

The Third Floor is a student band from Columbia, South Carolina. They met on the third floor of Capstone dormitory, hence the name. They reached out in a GroupMe as they were getting started, searching for a photographer. I volunteered immediately. These photographs capture a pivotal moment in their career – their first concert. My favorite part of this shoot, aside from the incredible live music, was experimenting with camera settings, composition, and editing to capture the atmosphere created by their color changing lights. Music holds a special place in my heart and I was ecstatic to shoot my first concert!





Dare2Care



Dare2Care is a charity event for Leeza's Care Connection, a non-profit organization that provides educational materials, support networks, and access to community resources for caregivers. I started the night shooting the silent auction, moved to center floor during the main event, and met Leeza Gibbons after the event. Dare2Care was filled with love and laughter, shedding light on a commonly overlooked topic.

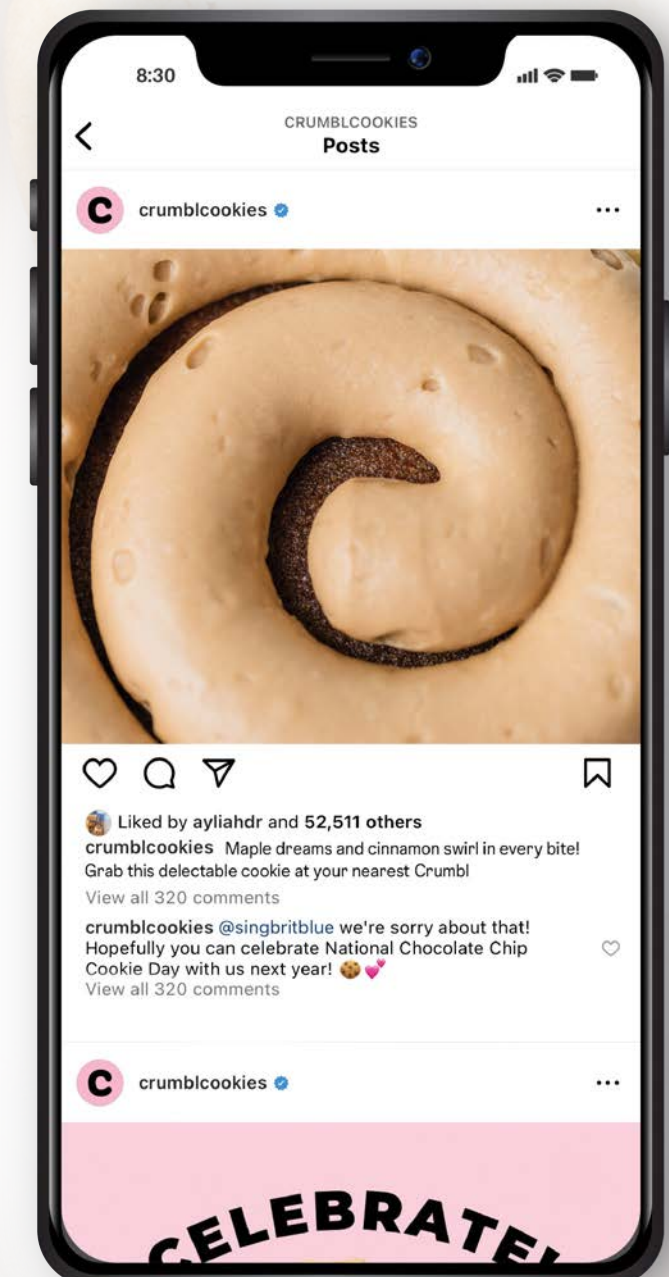


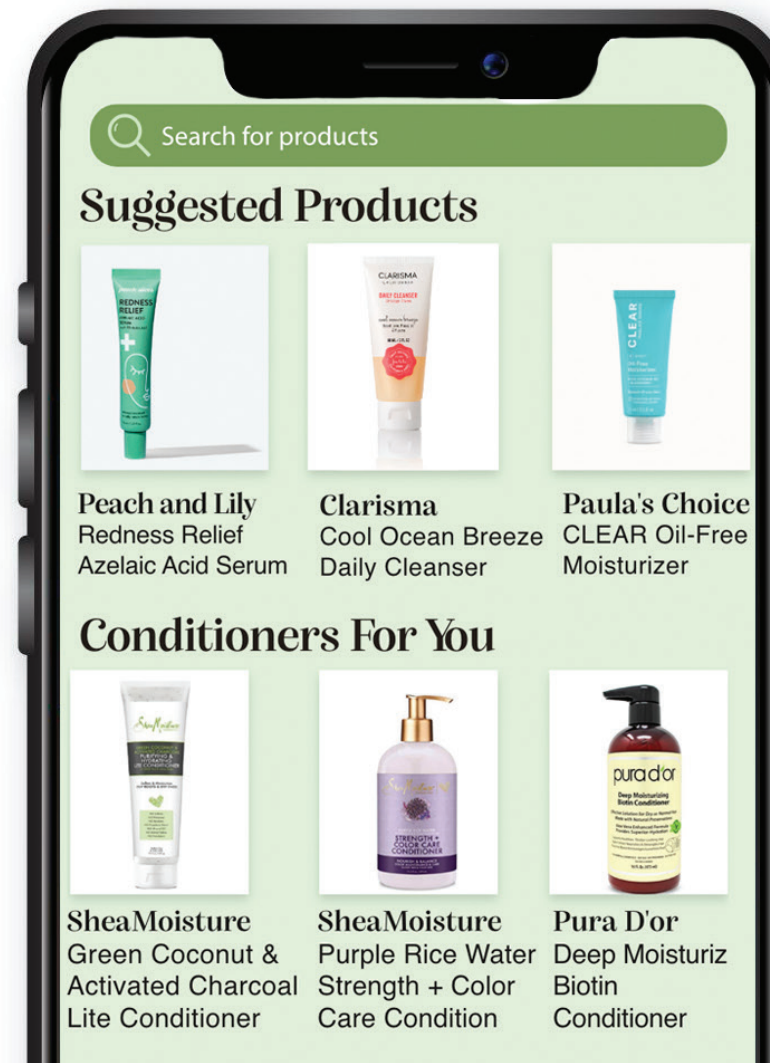
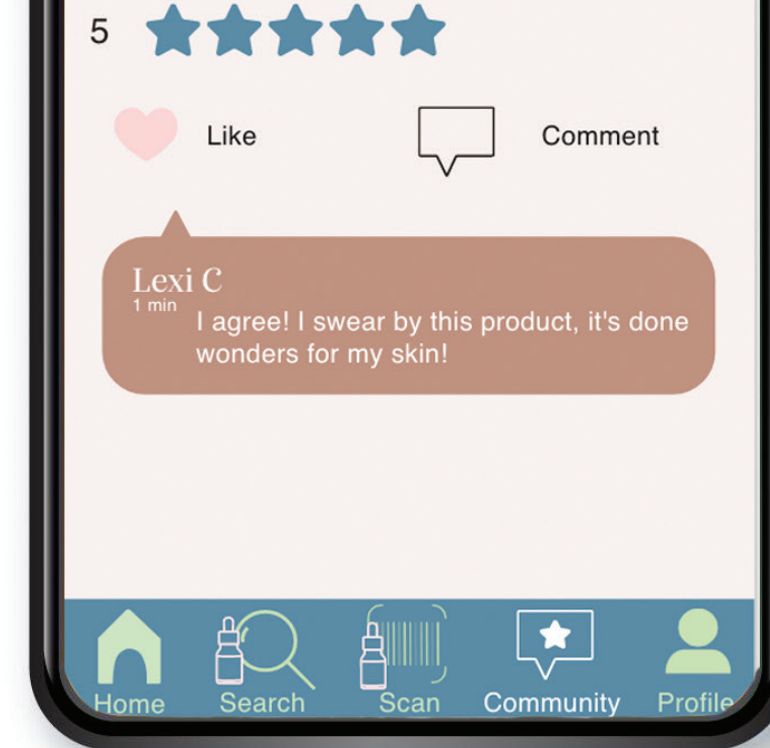
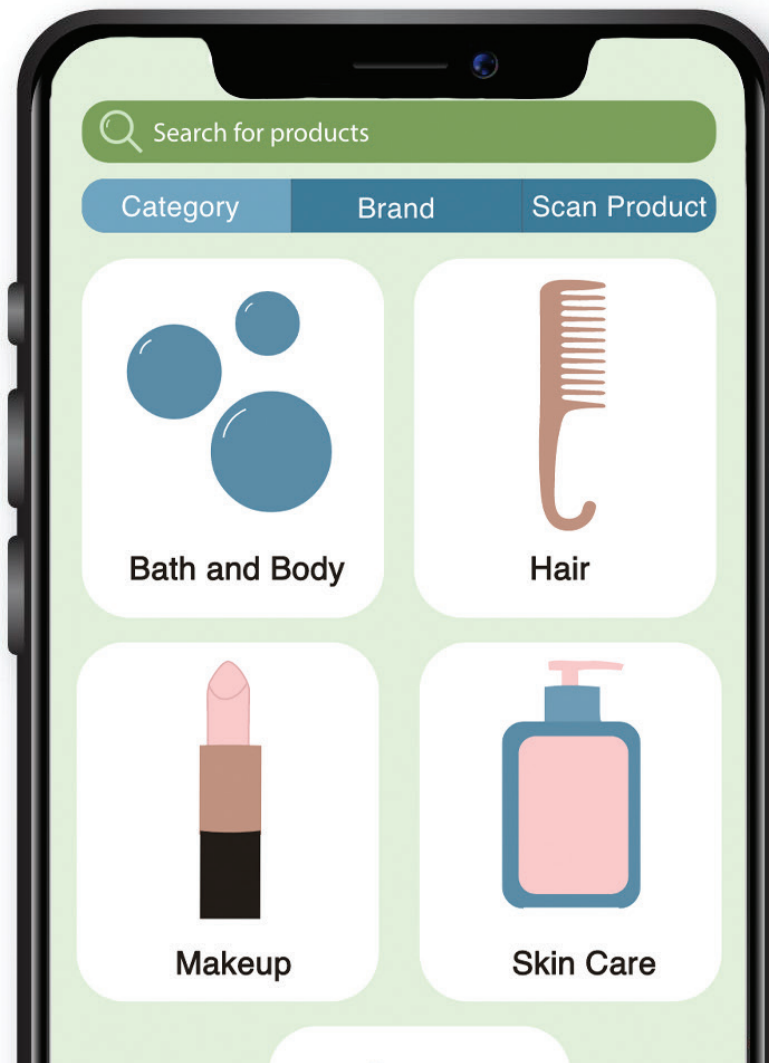
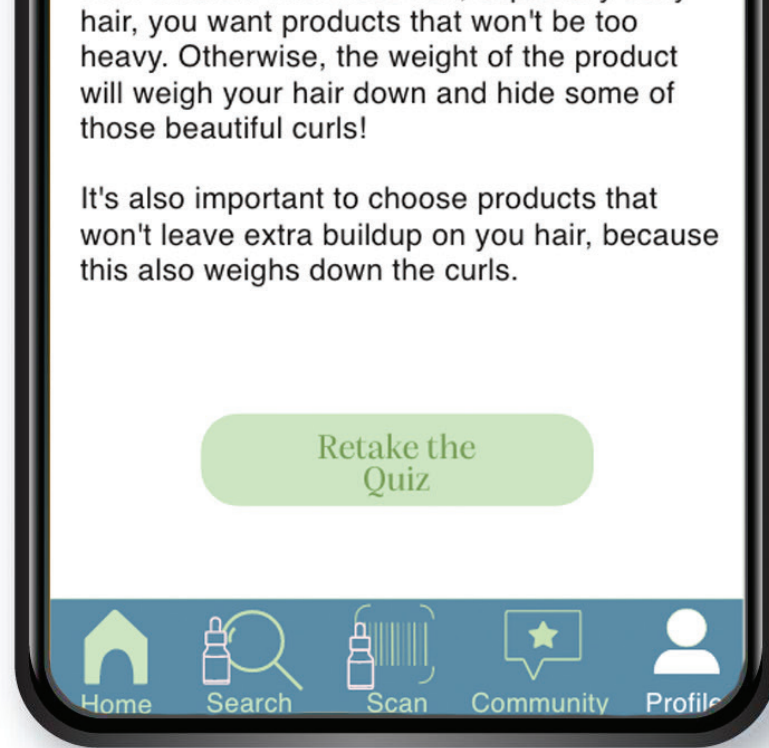
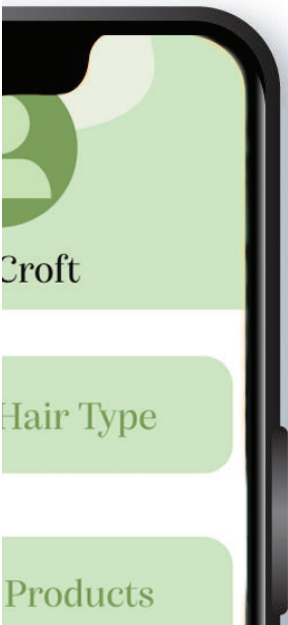
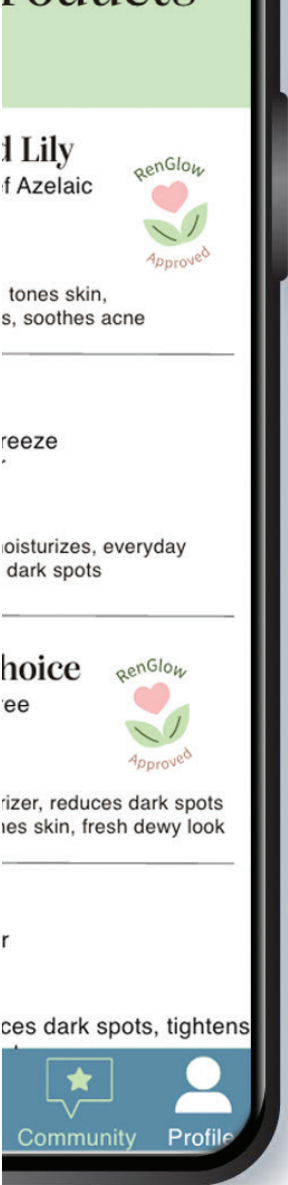
Digital

Crumbl Cookies

Social Media Campaign

- ♥ Crumbl is a cookie business renowned for its gigantic cookies with unique flavors and themes. Each week the menu changes, providing more options for fun flavors, creativity, and delicious gooey happiness.
- ♥ The primary goal of this campaign was to stimulate interest in a specific week's cookie lineup and increase traffic on Crumbl's Instagram. Each week Crumbl caters their marketing, especially on social media, to advertise that week's offerings.
- ♥ Crumbl posts a "hype" video showing off their weekly cookie lineup. This is my Crumbl hype video. The cookies were filmed using exciting and fast paced motions and interactions with objects that relate to the flavor. For example, the red velvet white chocolate chip cookie is surrounded with white chocolate chips.





RenGlow UI/UX Design

RenGlow is a wellness app I designed that teaches users about beauty products. Your phone scans skin care, hair, and makeup products and RenGlow analyzes the item. The app lists the ingredients, highlights business ethics (e.g., minority owned, cruelty free, vegan), points out potential toxins or allergens, and provides links for purchasing. Users can look through recommended products based on hair and skin type, bookmark favorite products, design skin care schedules, and connect with fellow RenGlows to discuss products and routines!

Designing this app was a multi-month process. During the planning stages I created content maps, interaction maps, and wireframes to fully flesh out my ideas and nail down the user experience before designing the interface. Once the app idea was fully developed I created a content library and designed the screens using Adobe Illustrator and XD. The individual screens were connected using Adobe XD to create seamless transitions. Watch my walk through using the QR code below!

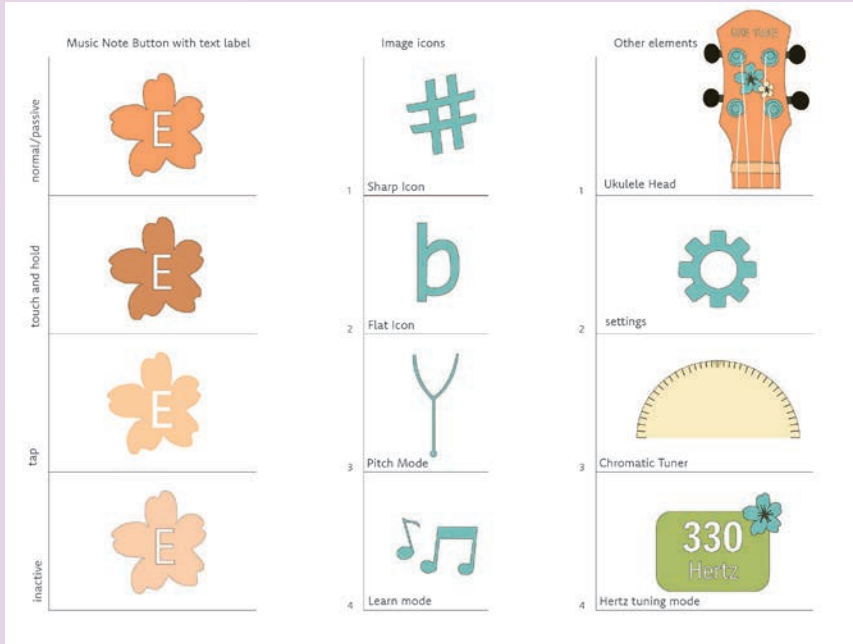




UkeTune

UI Design

- ♥ **Overview:** “UkeTune” is an iPhone app that allows users to tune their ukulele with either a chromatic tuner or by using hertz. Users can practice chords within the learning mode.
- ♥ **Client Brief:** To create an iPhone app for adventurous, young, and free-spirited individuals to play their ukulele in perfect tune.
- ♥ **Tagline:** Smile bright and tune your uke!
- ♥ **App Description:** Whether you’re new to the ukulele or a seasoned professional, Uke Tune has your next adventure covered! Uke Tune listens through your phone’s microphone as you play each string on your ukulele, providing automatic visual feedback until your uke is accurately tuned. For more advanced ukulele players, Uke Tune offers alternative tuning options. Free your musical spirit with Uke Tune’s “learn” feature which teaches you playful chords and joyful songs to sing around the campfire!



Forbidden Fruit

The task for this project was to design an explainer video on an outdated South Carolina law. I collaborated with Desiree Solenberger to create an animation about a Spartanburg law that forbids eating watermelon in Magnolia Cemetery. We decided on a collage-style animation using a combination of raster-based images cut out in Photoshop and vector-based graphics I drew in Illustrator. We created storyboards and animated using a camera in After Effects. We won a gold award in animation at the 2024 AEJMC Festival of Visual and Interactive Media.



40

Design

Fresh Magazine

I shot and art directed this photo which was taken in the lighting studio. Choosing a soft light gave the photo a homey, gentle feeling while still highlighting the texture of the cookies. I created the font by writing the words with chocolate syrup on a white cutting board and photographing them. I cut out the chocolate syrup words in Photoshop and transferred them to the cover. Fresh magazine covers have a playful feel where the photos interact with the dishes, and the chocolate syrup font was the perfect way to replicate this. Check out my process video by scanning the QR code below!



I art directed and created the mockup using entirely AI generated content made in Adobe Firefly and Photoshop.

Limitless
Library
Identity System



Limitless Library

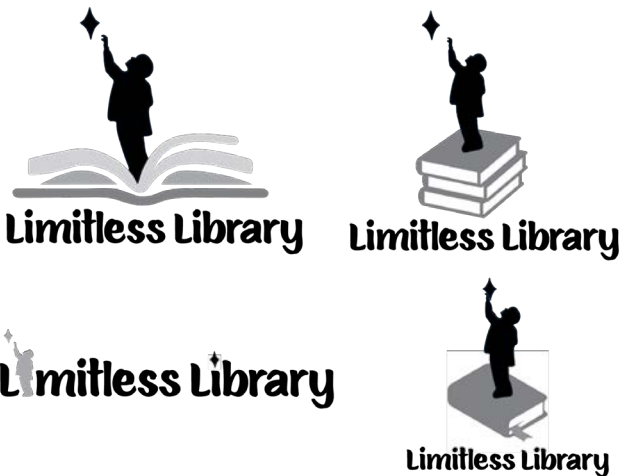
Limitless Library



Omnes Light
SUPER DISCO

#D7EFF8	#66CCE9	#12B2D5	#01759E	#113E65
CMYK: 14 0 1 0 RGB: 215 239 248	CMYK: 53 0 6 0 RGB: 104 204 233	CMYK: 72 8 11 0 RGB: 18 178 217	CMYK: 89 47 22 2 RGB: 1 117 158	CMYK: 100 79 36 23 RGB: 17 62 101

Limitless Library is a book drive campaign dedicated to putting books in the hands of children and families who need them the most. It is a campaign run by the non-profit organization, Limitless Purpose, committed to helping children reach their limitless potential. As a creative in the Carolina Agency, I designed a logo and branded content for Limitless Library. Limitless Purpose asked for a winter Instagram post encouraging people to donate books to their campaign. The client specifically requested a polar bear reading a book to its cubs, so I created a fun winter scene in Illustrator portraying this. With the central focus of the campaign on collecting books, I designed bookmarks for Limitless Purpose to pass out at fundraising events and book drives.



Process: Logo Variations

The two main elements I included in the logo design were books and children. After brainstorming and researching other library and book drive logos, I chose a concept: a child that is elevated by a book to reach for the stars. Limitless Purpose’s slogan is “helping children reach their limitless potential,” and this concept embodies the critical role that books play in childhood development.





Crumbl Cookies

Print Advertisement

I'm an avid Crumbl fan, which is why I felt confident in my ability to create branded content for them. Crumbl is a franchise that's rapidly expanding across the country and hopefully soon, around the world. Given that Crumbl stores are all around the nation and are generally in strip malls, I thought a billboard would be the best way to grab people's attention. The cookies have a distinctive and recognizable look, and seeing them is enough to make anybody want to buy them.

Process: Photoshop

When photographing the cookies in the lighting studio, I took an individual shot of each cookie that I could cut out and use for making graphics. Crumbl makes many graphics with cookie cutouts, which was my inspiration for this. Unfortunately, not all cookies are picture-perfect after a car ride home and some touch ups were necessary. Pictured below are the before and after images of one of the cookies. I used a combination of Photoshop generative fill, the clone stamp tool, the remove tool, and burning and dodging to create the look I wanted that closely represents what a well-decorated Crumbl cookie looks like.



Original Cookie



Edited Cookie

418

Videography



The Ex Factor: A Comedic Thriller

This video was created as a spoof on short horror films - a tense beginning with a comedic end. The scene was staged using an LED lighting kit and the video was written, directed, shot, and edited alongside Ashley Armando and Kirsten Clark. Watch our video using the QR code below!



Let's Connect!



(410) 718-7702



lexicroft28@gmail.com



www.linkedin.com/in/alexicroft



www.lexicroftmedia.com

