



Lex Ferguson

Product Designer & UI/UX Designer

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NY, NJ

Education

Monmouth University, West Long Branch, NJ, Bachelor of Fine Arts: Design and Animation with a Concentration in Graphic and Interactive Design with a minor in Photography
3.8 GPA

Skills

Product design: UX strategy, UI design, interaction design, user flows, information architecture, wireframing, prototyping, design systems, usability testing.

Development: React, React Native, TypeScript, JavaScript, HTML, CSS, SQL, frontend implementation, responsive design, CMS integration.

Visual design: Adobe Creative Suite, Visual systems, typography, branding, layout, photography.

Tools: Figma, Git, Vercel, Supabase, analytics, SEO.

Work Experience

Lead Design Intern | Alfa Art Gallery, Hybrid

New Brunswick, NJ, May 2026 - Oct 2026

- Promoted to Lead Intern within three weeks, providing creative direction, design critique, and project coordination across exhibition and publication initiatives.
- Led user experience and visual design for interactive virtual exhibitions, improving navigation, information hierarchy, spatial organization, and content presentation
- Collaborated with design and curatorial teams to deliver digital exhibitions, catalogs, promotional assets, and presentations from concept through production.

Founder & Product Designer | Verity Protect, Virtual

Jan 2026 - Present

- Designed and launched an iOS call-screening product from concept to production, reaching 100+ installs, 20 active protected users, and 400+ blocked calls.
- Defined product strategy and designed user interface flows for onboarding, alerts, transcripts, fraud scoring, caregiver access, and call screening.
- Built and maintained a scalable design system with reusable components, states, and interaction patterns; implemented production React Native interfaces and reduced design-to-development rework by 60%.

Visual Editor & Photo Editor | RSP Media, Hybrid

Pompton Lakes, NJ, 2022 - 2024

- Produced jewelry photography, editorial layouts, and print-ready catalogs for brands including Gumuchian and Martin Flyer.
- Applied visual hierarchy, typography, composition, retouching, and color correction across catalogs, editorial features, marketing materials, and digital content.
- Collaborated with creative teams to deliver polished, detail-focused assets that strengthened brand consistency across editorial and promotional touchpoints.

Digital Manager & UI Designer | SageAIO, Virtual

2021 - 2024

- Founded and managed a retail technology startup while coordinating a distributed team of developers and designers across multiple countries.
- Designed user interfaces for digital products and websites, improving usability, visual consistency, information hierarchy, and conversion flows.
- Led social media strategy, content operations, and brand communications, growing the company's audience to more than 10,000 followers.

Freelance Experience

Web Designer & Developer | Wayne NJ Real Estate, Virtual

Jan 2026 - Apr 2026

- Redesigned and developed a custom real estate website from scratch, replacing a Squarespace site with a clearer, more polished user experience.
- Led UX research, wireframing, visual design, React development, CMS-backed blog implementation, hosting migration, and deployment.
- Improved navigation, calls to action, SEO, analytics, photography, and brand consistency across the responsive website.

Web Designer & Developer | Packanack GC, In-Person

Mar 2025 - Aug 2025

- Redesigned and rebuilt a non-responsive golf club website, creating clearer user flows for memberships, lessons, events, restaurant services, and catering.
- Managed the full project lifecycle across UX strategy, UI design, responsive HTML/CSS/JavaScript development, SEO, content structure, deployment, and maintenance.
- Increased monthly website traffic from approximately 500 to more than 1,500 views and introduced membership inquiry forms that supported new membership and catering interest.