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Guadalajara, JAL, México

Lex Soto

CONTENT DESIGNER / STORYTELLER / EDUCATOR

"Lex is an exceptionally intelligent and empathetic content strategist. She has a rare ability to balance the strategic goals of a business with a deep understanding of user needs across digital products."

-Luis Roy, Global Executive Director of Product Design and Content

Education & Certifications

2007 - 2017

Bachelors Degree In Design

ITESO/ New York

2024

Customer Journey Mapping

Skillsoft

2022

Content Marketing (certification)

HUBSPOT

2024

Building Effective Teams

Skillsoft

2023

Generative AI (certification)

GOOGLE

Skills

Teamwork & Cross collaboration

Leadership & Strategy

Communication

Visual Design

Design Tools (Adobe, Figma)

Content Marketing

Brand Storytelling

Project Management

Generative AI Tools

UX Writing

Conversational Design

Experience

Current

Sr. Lead, Content Design

Brillio / Mexico, India, Romania, US

During my tenure at Brillio, I've spearheaded the design department's content production efforts. I executed and oversaw the following activities.

- Creative Direction (Content Production)
- Script Writing
- Content Design
- Content Strategy
- Content Auditing
- Content Editing
- Brand Storytelling
- Content Marketing
- UX Writing

2023 - 2024

Content Writer

Envato / Mexico, Australia

As a content writer at Envato Tuts+, I worked closely with creatives and SEO specialists to create educational content and instructional materials for creative professionals.

I became an SEO and research expert, creating top-ranking posts for the site. I helped my team by creating best-in-class workflows and practices as a writer.

Check out my work!

<https://tutsplus.com/t/tutorials/search/Lex+Soto>

2022 - 2023

Graphic Designer & Copywriter

Fusion Growth Partners / US

2018 - 2021

Teacher and Learning Experience Designer

Colegio Inglés Hidalgo / MX

2015 - 2022

Content Creator and Caster

GrizzlyGaming / MX

2013 - 2020

Creative Team Lead

Cuarentaydos Design Studio / MX