

PORTFOLIO

1 1 . 2 3

LEX HARTMAN

MULTIMEDIA CREATIVE
DESIGNER // WRITER // PRODUCER

CREATIVE PRODUCER

PRODUCT, EXPERIENCE & BRAND STORY

LEX HARTMAN



MONSTERCAT // SAVAGES LEAD PRODUCER
LEAD UNREAL ARTIST

TECHNOLOGY AND DESIGN SOLUTIONS

A FUTURE FORWARD PAST

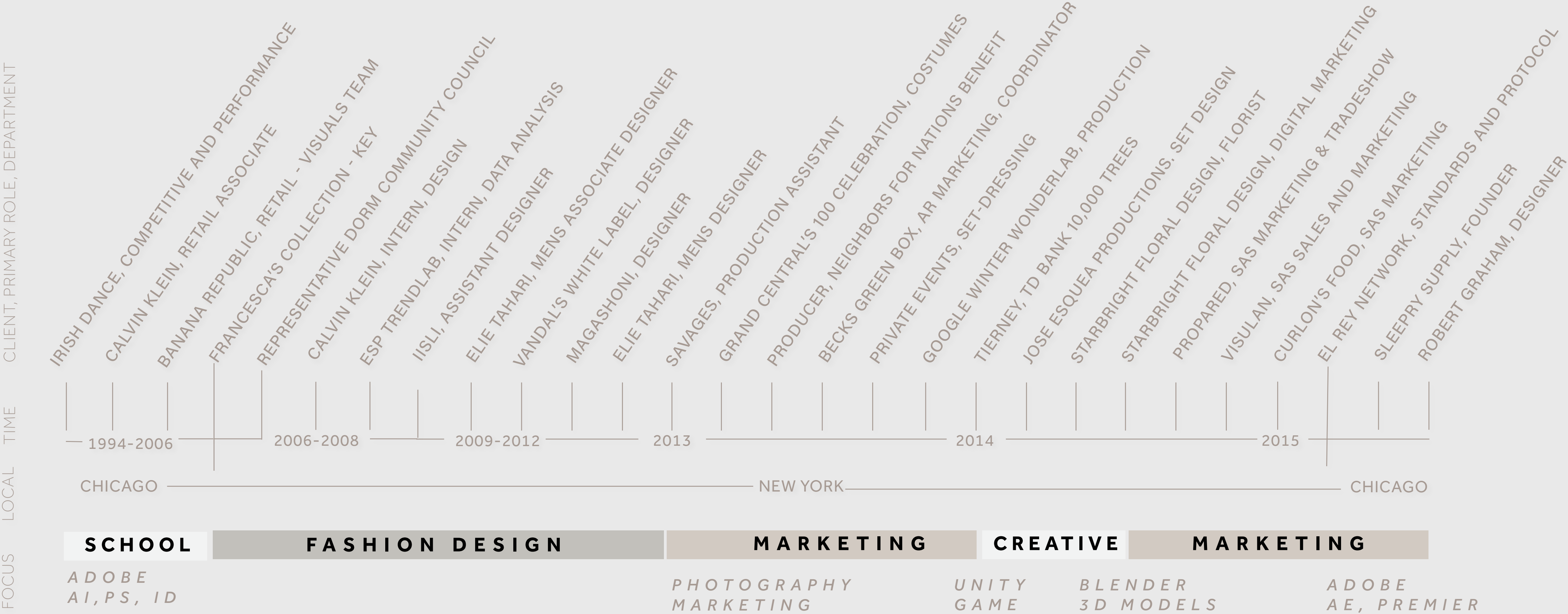
LEX HARTMAN IS A MULTIDISCIPLINARY CREATIVE PRODUCER WITH EXPERIENCE DELIVERING PRODUCT, CONTENT, AND TECHNICAL SOLUTIONS FOR DELL, NETFLIX, INTEL, GOOGLE, CHAPEAU STUDIOS, TIERNEY. SHE EXCELS IN BRAND ALIGNMENT AND BALANCING PROJECT VARIABLES.

AFTER LEAVING FASHION DESIGN, LEX SPENT 12 YEARS WORKING UP FROM A PRODUCTION ASSISTANT TO PARTNER IN AN INDEPENDENT CREATIVE STUDIO FOCUSED ON NEW MEDIA. HER DESIGNS HAVE BEEN SEEN INTERNATIONALLY AS CLOTHING, IN VR AT THE KABOOM ANIMATION FESTIVAL, AND AS BACKGROUNDS IN SEVERAL VIRTUAL PRODUCTIONS.



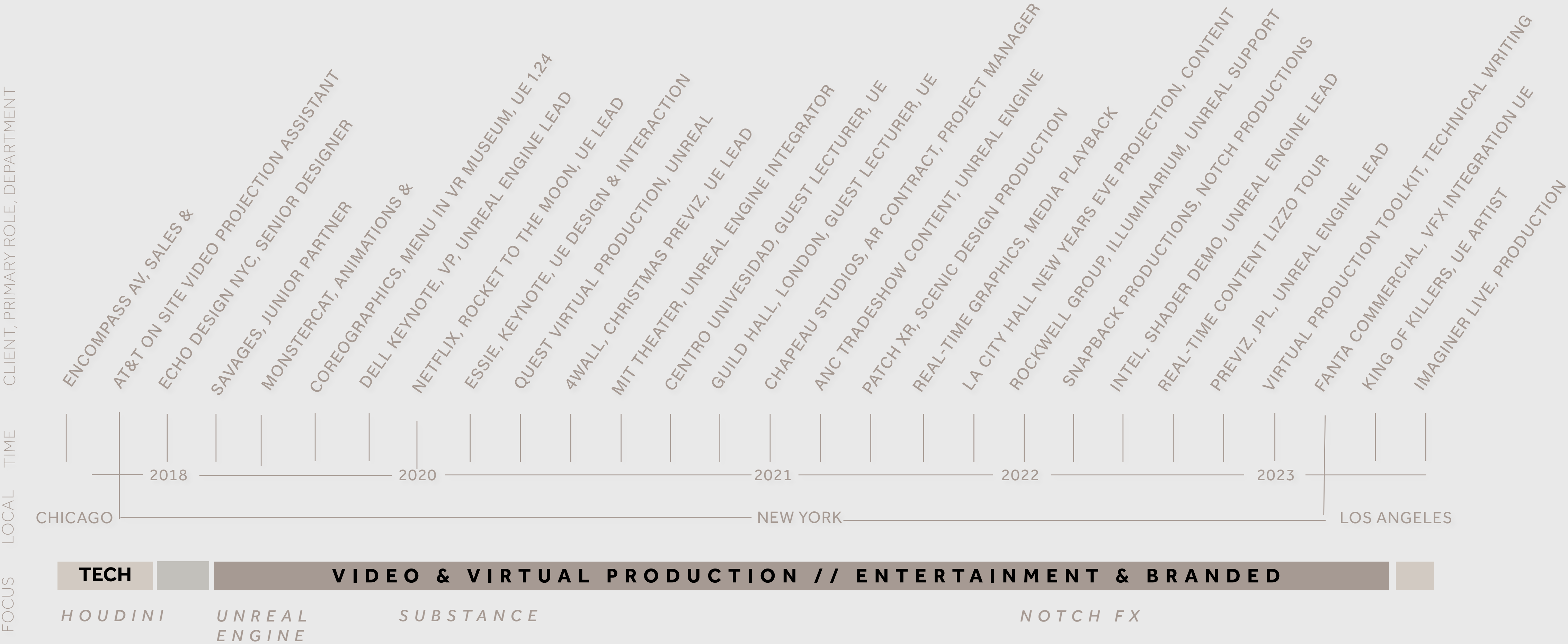
TIMELINE

LEX HARTMAN





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PORTFOLIO

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CAREER OVERVIEW

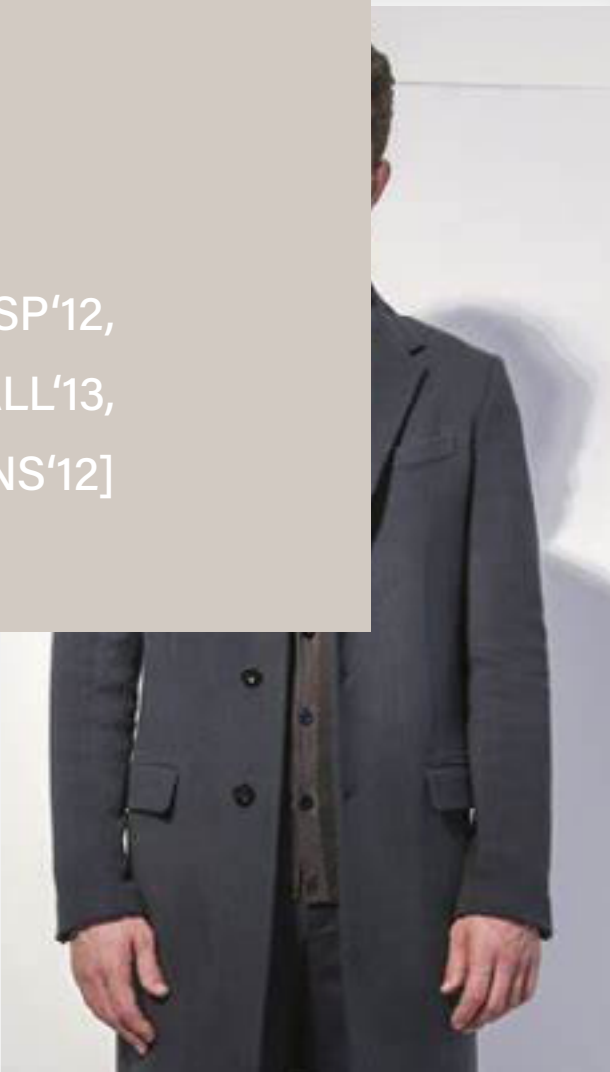
LEXA@EVRXR.COM

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KNITWEAR DESIGN
2004 - 2013

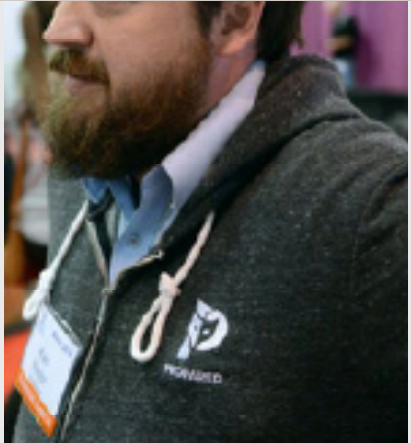
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ELIE TAHARI SP'13, ELIE TAHARI TRANS'12, ELIE TAHARI TRANS'12]





PHYSICAL ENVIRONMENTS PRODUCTION
MARKETING // THEATER | 2013-2017

[TOP LEFT CLOCKWISE: JOSE ESQUEA'S TEMPEST SET DESIGN,
PAT BIRCH'S ORPHAN TRAIN PRODUCTION, MOTHER'S
WINTER WONDERLAB PRODUCTION, TIERNEY'S WINDOWS,
PROPARED'S TRADESOW BOOTH BRANDING]





MIDTOWN FLORIST

From assistant designer, greening vases, to junior designer in six months at Starbright Floral Design in Manhattan.



MARKETING FOR FLORAL

Re-branded the shop and structured a social media marketing plan with the following results:

INFLUENCER INTEREST

The new blog provided a playful perspective of the flower shop and enabled new partnerships with key influencers.

REPOSTING RATES

The authenticity of the shots engaged the internal team and increased external engagement with the brand.

DELIVERABLES

1 Branding Style Guide
> 600 images edited
= 12 long-form blogs
= 24 short-form blogs



CONCEPT & PRODUCT

All-natural products for sleep-hygiene and meditation.

Product testing and iterative learning.



PRODUCTION & MARKETING

White-label the product line and collaborate with indie IP creators to create a curated sleep experience.



SLEEP
RESUPPLY

NEW BRAND & PRODUCT

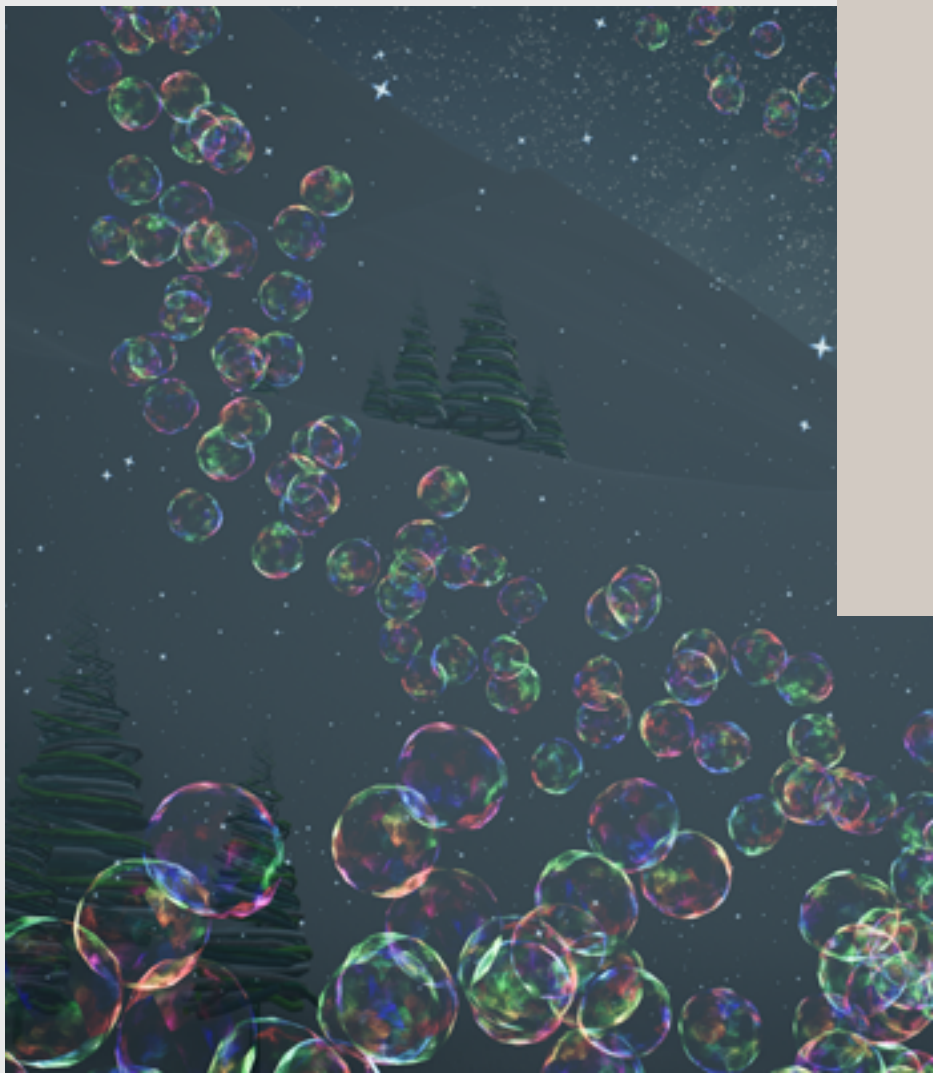
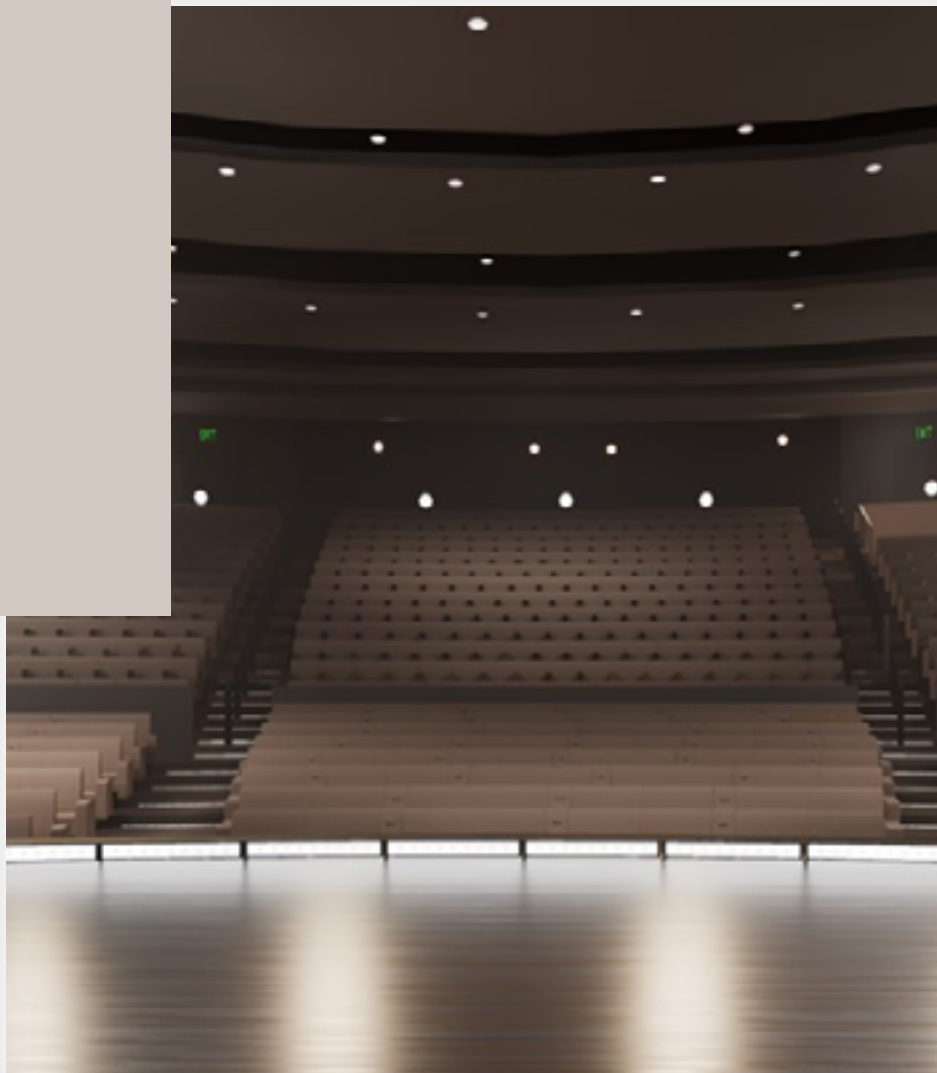
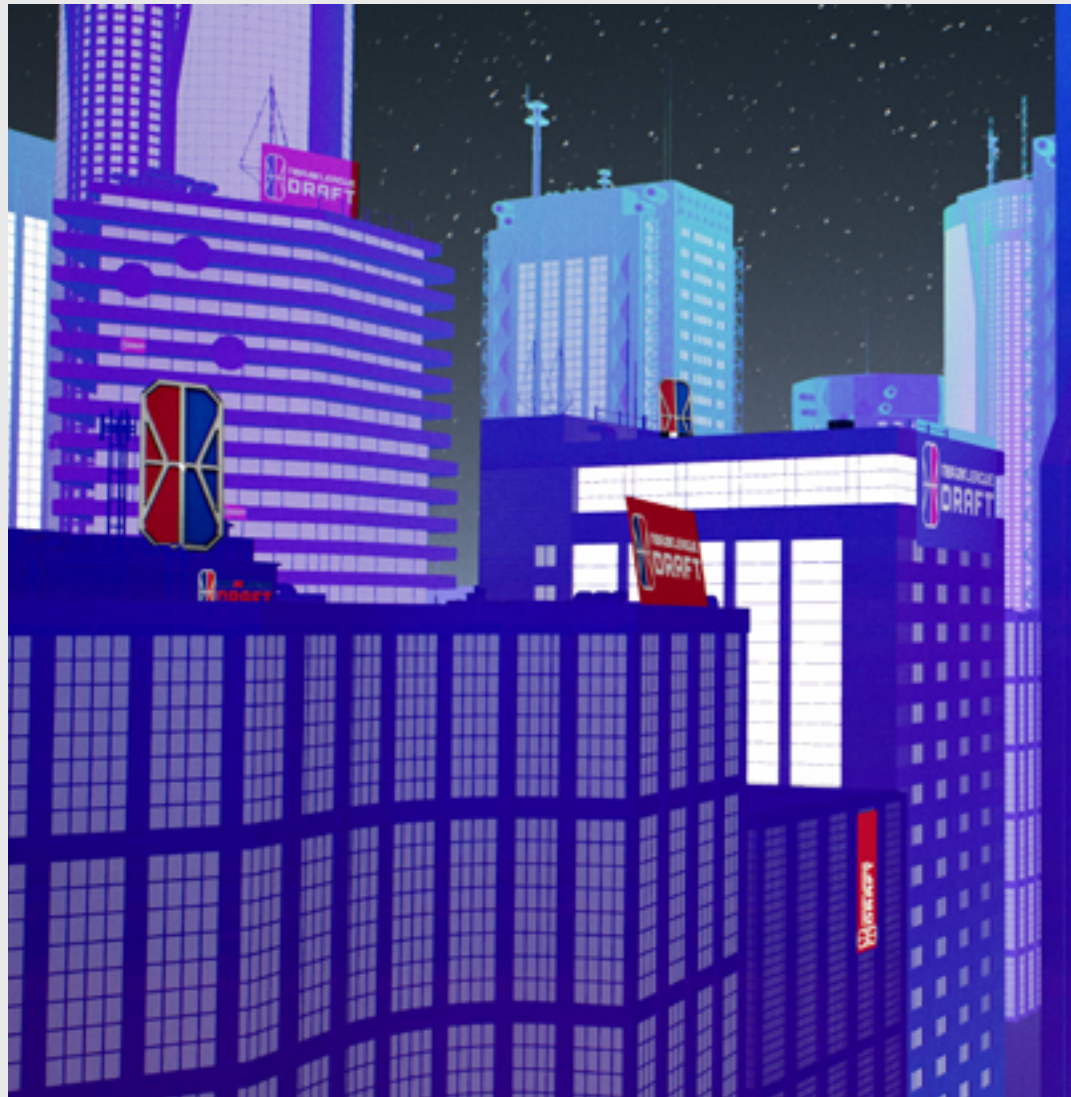
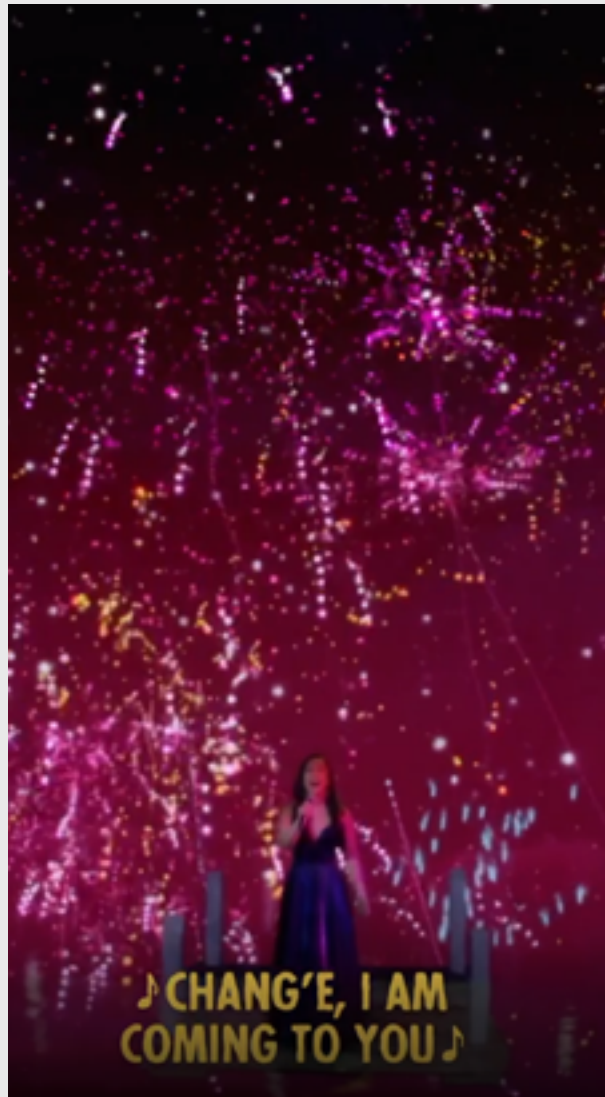
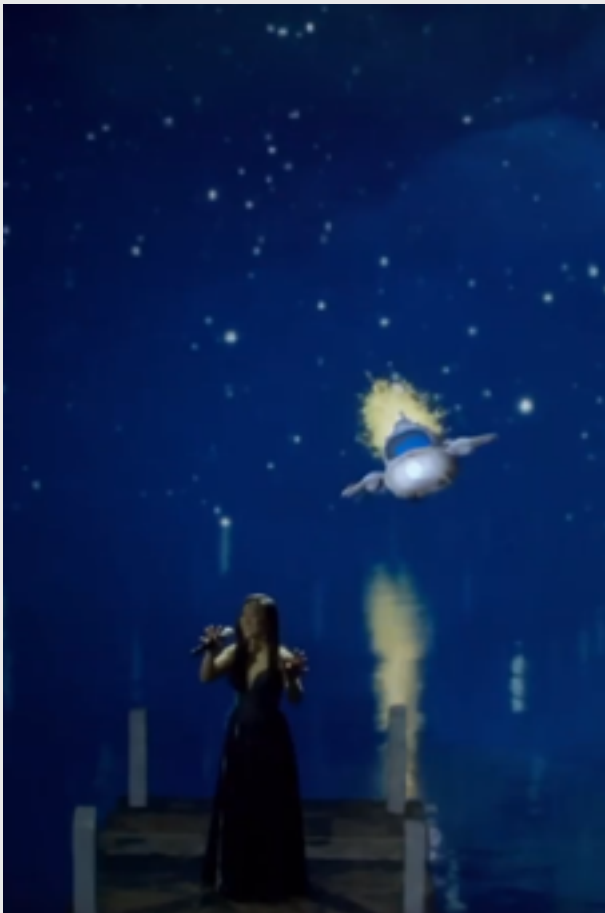
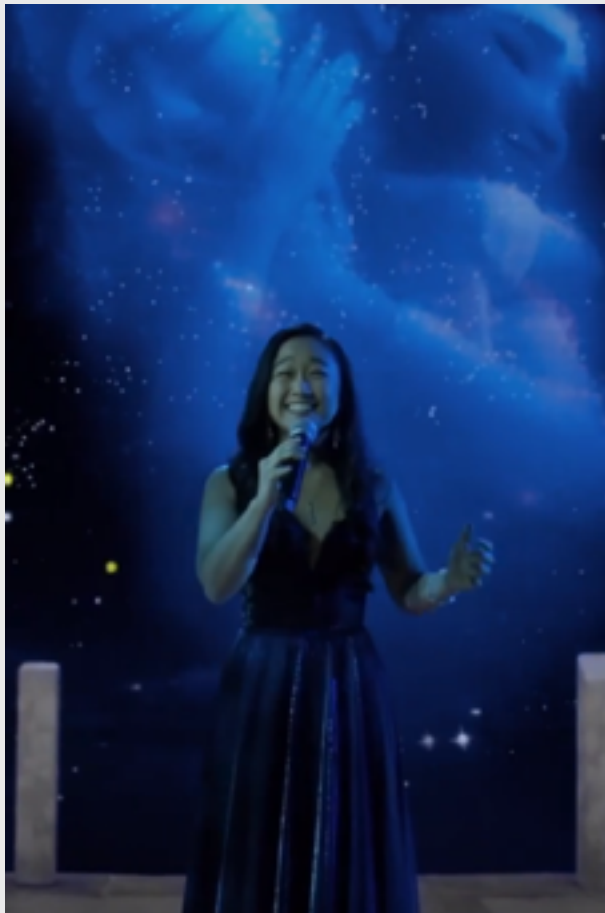
Original, all natural body care and soft goods designed to elevate the sleep-time experience with an active meditation for the senses.

SPECIALIZED MARKETS

Exploring the idea of partnership sales in the craft-goods space with custom recipes, labels, and free gift with purchase.

VIRTUAL ENVIRONMENTS PRODUCTION
ENTERTAINMENT // MARKETING | 2019-2020

[TOP LEFT CLOCKWISE: VIRTUAL PRODUCTION MORADO FOR NETFLIX, GREEN-SCREEN GRAPHICS ROCKWELL GROUP FOR Y2K GAMING, INTEL SHADER DEMO, CHAPEAU FOR APPLE, ROCKWELL GROUP FOR Y2K, FOR ARCADE PRODUCTIONS]





VIRTUAL ENVIRONMENTS PRODUCTION
ENTERTAINMENT //MARKETING | 2021-2023

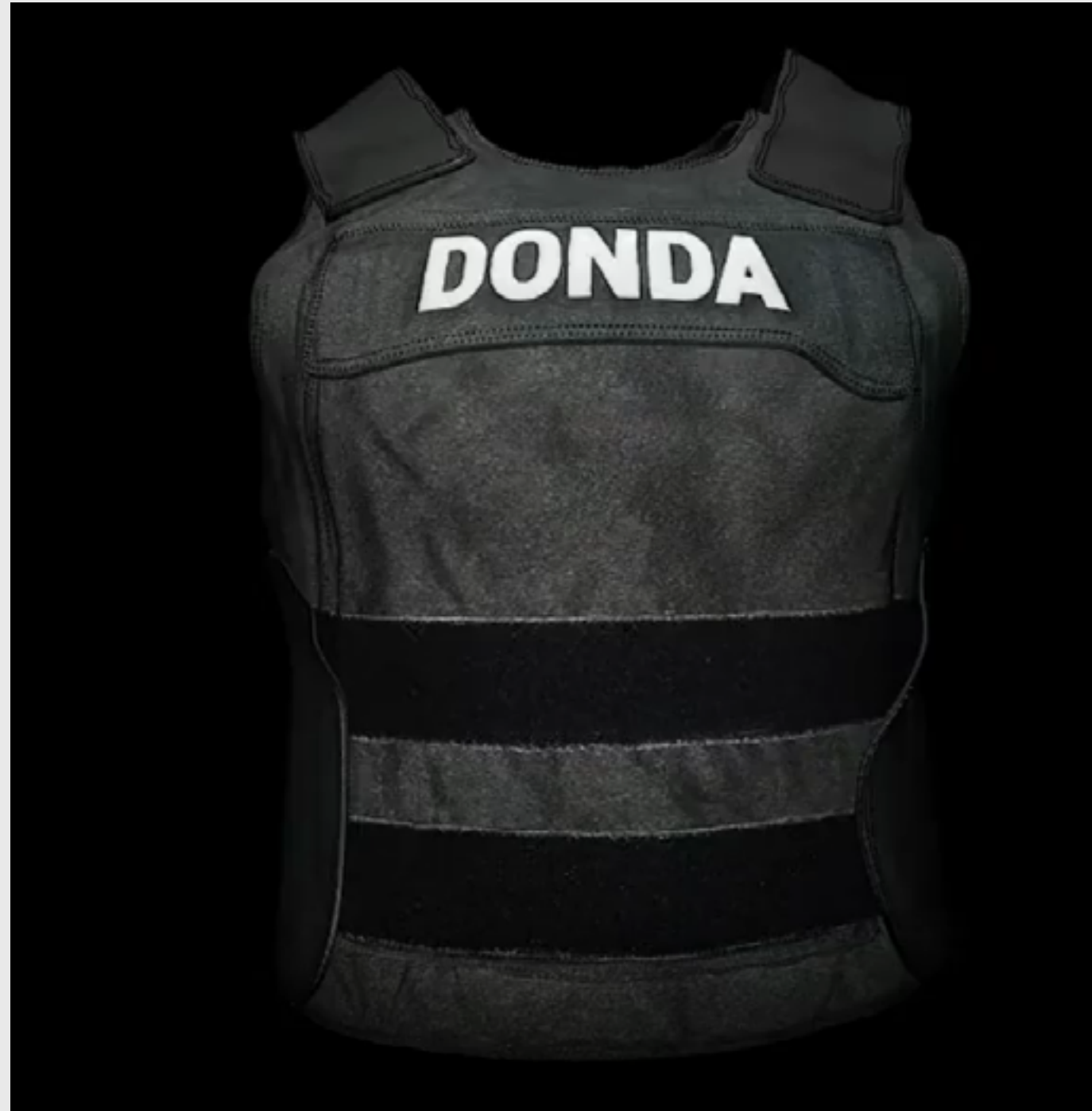
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VIRTUAL ENVIRONMENTS PRODUCTION
ENTERTAINMENT // MARKETING | 2023

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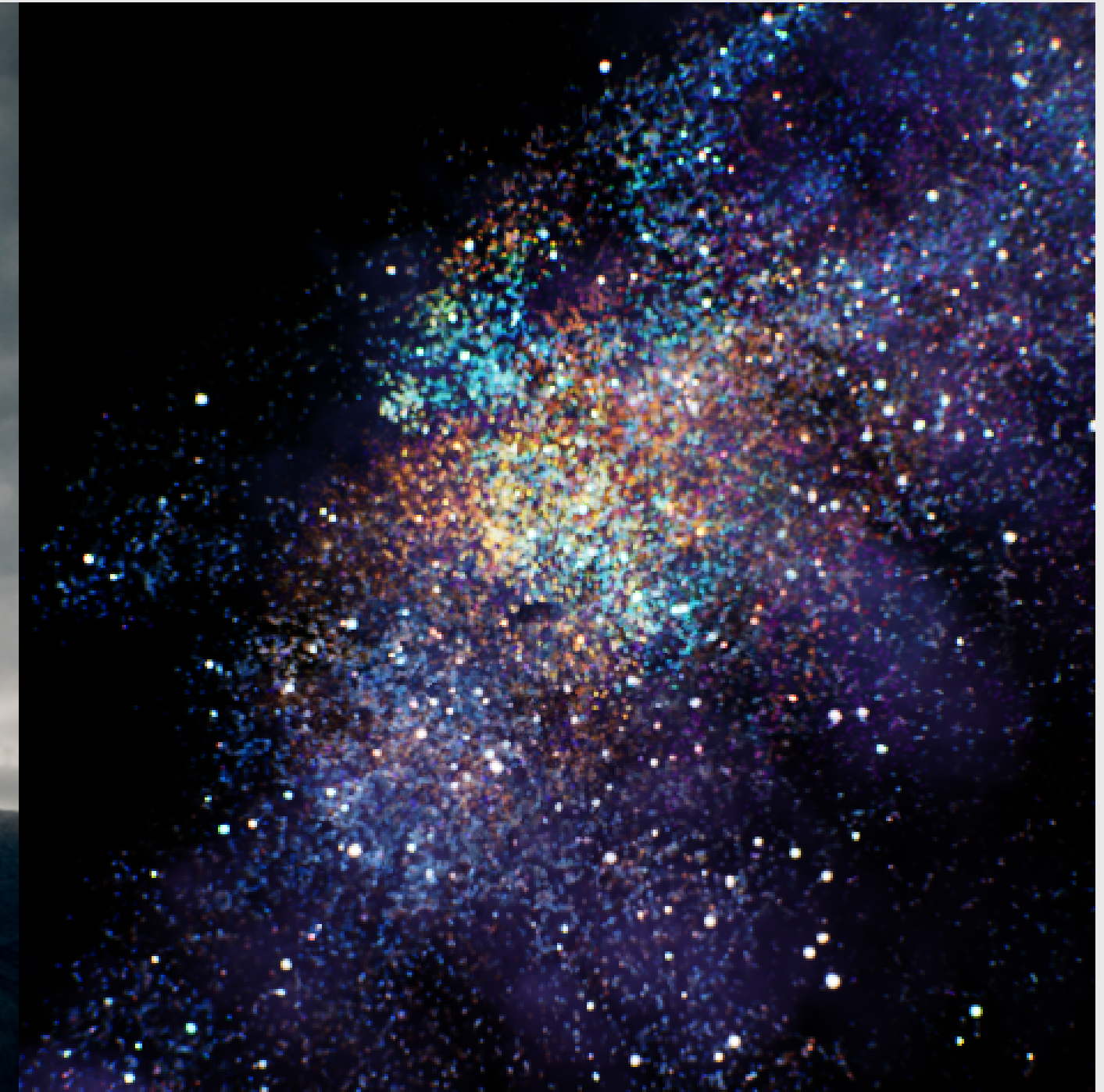
NFT PIPELINES

Innovating on sales models with new NFT development pipelines and partnerships.



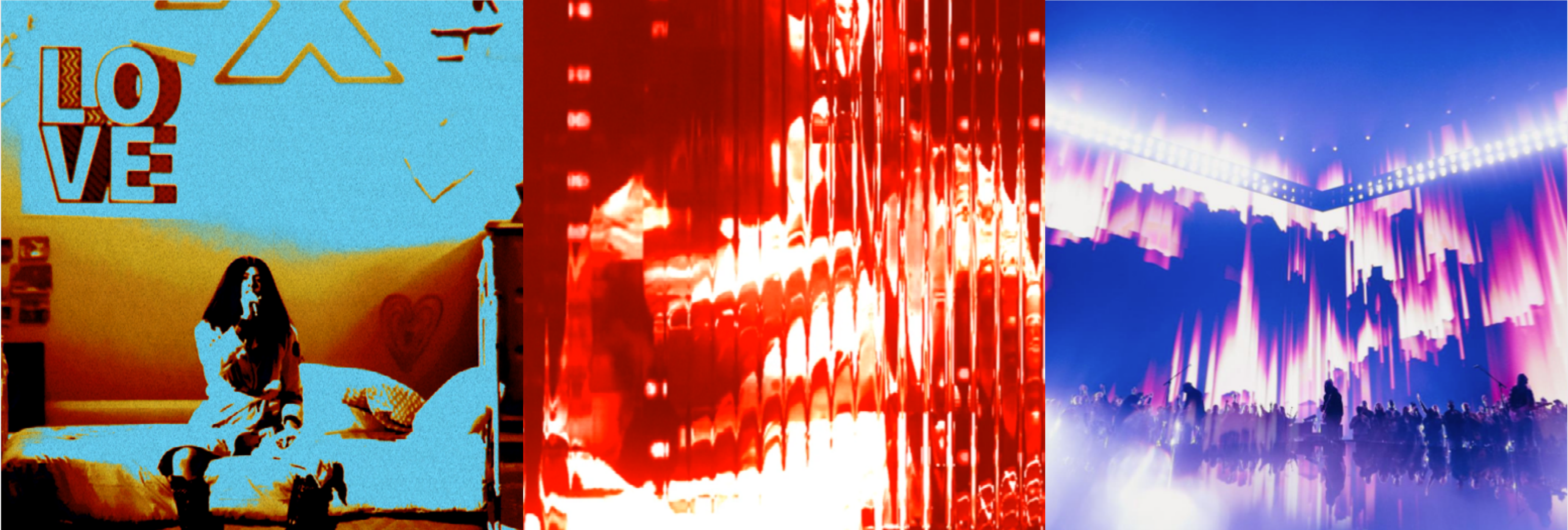
WORLD BUILDING

Using Unreal Engine to produce real-time content for brands since 2019.



NIAGARA / BLUEPRINTS

General Unreal Engine user since 2018 with a deep knowledge of interaction blueprints.



Real-time video effects for the big production / concert effect or rapid video rendering.

LET'S START THE CONVERSATION

LEX HARTMAN

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