

## ABOUT THE BLOG



Thanks for checking out *Design Roast*! The blog was founded in 2014 by a recent college graduate with a fervor for all things design. During the first year, the blog got the majority of its content from her adventures as a newly hired graphic designer. From missteps to huge successes, Lexie shares her thoughts and tips on web design, graphic design, UX design, typography, online marketing, print media, and advice on how to be a better designer.

Design Roast is more than just another design blog. In addition to basic information, Lexie covers in-depth topics, including unique case studies and examples of some of the best design work on the Internet. Both amateur and advanced designers, developers and artists will find topics relevant to their journey.

### LEXIE LU

Freelance Designer and Writer

Lexie is the webmaster, main writer, and editor of the design blog, *Design Roast*.

Situated in the foothills of the Allegheny Mountains, Williamsport, PA is the perfect home base for a designer, with unique qualities such as the town being home of the Little League World Series. She thoroughly enjoys the thriving downtown area.

She graduated with a dual degree in Commercial Design and Creative Writing. Following college, she entered the industry where she worked as a graphic designer. In 2016, Lexie decided to freelance full-time, and she considers this to be one of the best decisions she's ever made, allowing her freedom to work with a wide variety of clients and focus on projects she's passionate about.



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### AUDIENCE

10,000 monthly pageviews

2+ articles per week

950+ Twitter Followers

700 newsletter subscribers

## AS FEATURED IN

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business

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