

**Estab. 2002 NICECAVE MEDIA DESIGN**

FREELANCE DESIGN PRACTICE: CREATIVE DIRECTOR, PRINT DESIGNER, INTERACTIVE DESIGNER/DEVELOPER, BROADCAST MOTION GRAPHICS DESIGNER, AND MARKETING CONSULTANT.

**OBJECTIVE: PRINT/BROADCAST/INTERACTIVE/TYPOGRAPHIC**

**From printed page to the screen.** Account Management, Art Direction, interactive design, corporate identity, brand strategy, print collateral, advertisement, publication design, information design and communication design. Main focus on PRINT, INTERACTIVE MEDIA AND BROADCAST MOTION GRAPHICS. Excellent typographic skills. Digital type design. Digital Illustration and design animation 2D/3D.

**PROFESSIONAL EXPERIENCE:****2007 - PRESENT - FULLAUV CREATIVE**

FREELANCE ART DIRECTOR/INTERACTIVE DESIGNER. Designed the UI/UX + visual look and feel of customized websites, updated and redesigned the client content management system (CMS), large scale environmental signage design for events and installations, corporate branding, presentation graphics, promotional graphics, and asset management for clients including Nike Running, C9/Champion Sportswear, Thinkcure.org, The Great American Food and Music Festival and others.

**2010 - 2010 - GETFUGU Inc.**

FREELANCE SR. INTERACTIVE DESIGNER. Designed the GUI and visual look and feel of customized mobile applications for the iPhone, corporate branding, presentation graphics, marketing materials, promotional graphics, web updates and asset management.

**2008 - 2009 - APOLLO INTERACTIVE**

ACCOUNT MANAGER/INTERACTIVE DESIGNER- for Anchorblue.com. Managed client relations and produced in-house interactive solutions for client Marketing requests. Art direction, interface design, major site updates, product refreshes, mass e-blasts, Content Management System updates, database programming and flash animations. Developed marketing concepts, production schedules, project scopes, wireframes/site mapping, a company blog, PDA and iPhone mobile sites, social networks, processed analytics, QA, digital asset management, and defined project requirements.

**2006 - 2008 - VQ ORTHOCARE**

SENIOR DESIGNER/ART DIRECTOR- for a leading provider of Health Care products and solutions. Branded corporate IDs' and creatively brainstormed and produced marketing material(s) for the companies product line. Updated and re-designed the company website. Managed and mentored the in-house Design team.

**2005 - 2006 - UNITA DESIGN/VIXIOM COMMUNICATIONS**

FREELANCE ART DIRECTOR/GRAPHIC DESIGNER. Project Management, Flash/xhtml based Web design/development. GUI Interface Design, Print collateral and motion graphics for an array of clients. Managed and mentored the Design team.

**2004 - 2005 - CALIFORNIA MARKET CENTER**

FREELANCE GRAPHIC DESIGNER/PHOTOGRAPHER- Interactive design, design production and updates for various clientele. Event coverage: traditional photography, filming and video editing.

**2002 - 2004 - APAX CORPORATION**

GRAPHIC DESIGNER/WEB DESIGNER/DEVELOPER, MARKETING CONSULTANT. In-house graphic designer and web designer/developer for a company in the packaging/automation industry.

**2000 - 2001 - HARMONIA MUNDI**

ART DIRECTORS ASSISTANT- Design of promotional material, advertisement, press releases, press kits, CD jackets, brochures, catalog design, web development and interoffice organization.

**ALEXANDER SCHRÖDER**

Art Director /Interactive Designer

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**WWW.NICECAVE.COM** (Portfolio-link)

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**SPECIALIZED SKILLS:**

Team Player

Determined to win

Will meet deadlines

Will work individually

Working knowledge of project management tools

An understanding site architecture and wireframes

An understanding of budgets and billing

Typographically innovative

Digital Video Production - Filming/Editing

Digital Photography- B/W and Color

Illustration- manual/digital

Sound design knowledge

XHTML/Javascript/PHP Integration

Basic/Intermediate ACTION Script 2.0 - 3.0

Bi-lingual - Fluent Spanish

**EDUCATION:**

California Institute of the Arts, Valencia

Bachelor of Fine Arts degree: Graphic Design Major

Art Center at night, Pasadena

(Recently completed: Product Branding Strategies & Design course)

Otis College of Art summer programs

**PROGRAMS:**

Adobe Illustrator CS4

Adobe InDesign CS4

Adobe Photoshop CS4

Adobe Dreamweaver CS4

Adobe After Effects CS4

Apple Final Cut Pro

Adobe Flash CS4

Adobe Acrobat CS4

Apple Keynote

Altsys Fontographer

Quark X-Press

Maxon Cinema 4D

Ableton Live

Microsoft Office

Base Camp

**AFFILIATIONS:**

AIGA - American Institute of Graphic Arts

MEMBER SINCE 2007