

OBJECTIVE: PRINT/BROADCAST/INTERACTIVE/TYPOGRAPHIC

From printed page to the screen. Art Direction, UI/UX concept, interactive design, mobile design, project management, brand strategy, identity design, print collateral, advertisement, publication design, information design and communication design. Main focus on INTERACTIVE MEDIA AND BROADCAST MOTION GRAPHICS. Excellent typographic skills. Digital Illustration and design animation 2D/3D.

PROFESSIONAL EXPERIENCE:**2010 - 2012 - NFL ENTERPRISES/NFL.COM**

SR. MOBILE DESIGNER/INTERACTIVE DESIGNER. Designed and conceptualized landing pages, modules and components for nfl.com and m.nfl.com including Fantasy Football, The Super Bowl, Pro Bowl, NFL Draft, subscription products and several areas of the NFL.com site. Designed the mock-up, template and interface for all team (club) mobile sites for WAP and smart phones. Conceptualized and created the Style Guide for all mobile products. Successfully updated mobile app interfaces and delivered sales comps, concepts, promotional pieces and assets for delivery to product teams for submission to the Apple app store and the Android Marketplace. Created, storyboarded and animated in-house advertisement units.

2007 - 2010 - 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.

2009 - 2010 - GETFUGU Inc.

FREELANCE SR. INTERACTIVE DESIGNER. Conceptualized and designed the user experience, GUI/visual look and feel of customized mobile apps that included advanced technologies such as augmented reality and sound recognition software for the iPhone and Android devices. Designed corporate branding, presentation graphics, marketing materials, promotional graphics, performed web updates and asset creation.

2008 - 2009 - APOLLO INTERACTIVE

ACCOUNT MANAGER/INTERACTIVE DESIGNER- for Anchorblue.com. Managed client relations, project scope and produced 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.

2002 - 2006 - NICECAVE MEDIA DESIGN (freelance practice)

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.

2000 - 2001 - HARMONIA MUNDI MUSIC

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
nicecave@gmail.com

WWW.NICECAVE.COM (Portfolio-link)

3720 Cardiff Ave. Unit 4
LOS ANGELES, CA 90034
714.401.4021 (cell)

SPECIALIZED SKILLS:

Team Leader, collaborator and motivator.
Determined to win and will meet deadlines.
Working knowledge of project management tools and content management systems.
An understanding of site architecture and wireframes.
An understanding of budgets and billing.
Atuned to new design/development technologies, and mobile device capabilities
An understanding of HTML5/CSS/javascript/Server technologies/APIs and development languages.
Basic/Intermediate ACTION Script 2.0 - 3.0
Digital type design and brand development
Digital Video Production - Filming/Editing
Digital Photography- B/W and Color
Illustration- manual/digital
Sound design knowledge
Clear verbal and written skills
A passion for the modern, music and contemporary art.
Bi-lingual - Fluent in Spanish

EDUCATION:

-California Institute of the Arts, Valencia - 2002
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 CS5
Adobe Photoshop CS5
Adobe Flash CS5
Adobe InDesign CS5
Adobe Dreamweaver CS5
Adobe After Effects CS5
Apple Final Cut Pro
Adobe Acrobat CS5
Apple Keynote
Fontographer
Quark X-Press
BB Edit
Maxon Cinema 4D
Ableton Live
Traktor 2
Microsoft Office
Base Camp

AFFILIATIONS:

AIGA - American Institute of Graphic Arts
MEMBER SINCE 2007