



**ALEXANDER PAUL SCHROEDER
MULTIMEDIA DESIGN**

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PROFESSIONAL EXPERIENCE:

2002-2003
APAX CORPORATION, ORANGE COUNTY, CA
Marketing Consultant, Sales Executive- Graphic Designer/Web Developer.
www.apaxcorp.com

2002-
KINETIC RECORDS, NEW YORK, NY
Sleeve, jacket, and label design for commercial artists.

2000-
HARMONIA MUNDI, LOS ANGELES- ART DIRECTION ASSISTANT
Promotional Advertisement, Press release jackets, brochure design, catalog design,
web development and interoffice organization.

1998-
NICECAVE MEDIA, LOS ANGELES- BROADCAST MOTION GRAPHICS
Main title design, sound editing, and video animation for film/video/web production.
On-Air Brand strategy.

1997-
NICECAVE MEDIA, LOS ANGELES- MULTIMEDIA WEB DEVELOPER AND CONSULTANT
Infrastructure development. Optimized animation and interactivity, e-commerce site
planning and programming .

1994-1996
BEST LABEL CO. INC., LOS ANGELES- PRE-PRESS OPERATOR
Art Department. Set-up, layout, and design of client packaging for print.

1993-
FREELANCE GRAPHIC DESIGNER
From printed page to the screen. Corporate identity/branding, advertisement,
information/communication design. Strong development in typographic implementation.
Digital Typeface/Font design. Digital Illustration 2D/3D

SPECIALIZED SKILLS:

- Team Player
- Determined to win
- Will meet deadlines
- Will work individually
- Typographically innovative
- Photography- B/W and Color
- Illustration- manual/digital
- Sound design knowledge
- HTML/JAVA/ACTION script
- Bi-lingual

EDUCATION:

California Institute of the Arts, Valencia
Bachelor Fine Arts degree: Graphic Design Major
Art Center at night, Pasadena
Otis College of Art summer programs

PROGRAMS:

- Adobe After Effects
- Adobe Premiere
- Apple Final Cut Pro
- Adobe Illustrator
- Adobe Photoshop
- Adobe Streamline
- Altsys Fontographer
- Macromedia Dreamweaver
- Macromedia Freehand
- Macromedia Flash
- Macromedia Sound Edit
- Quark X-Press
- Netscape Navigator
- Internet Explorer
- Cinema 4D XL
- E-Magic Pro Logic
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