

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 PRINT, INTERACTIVE MEDIA AND BROADCAST MOTION GRAPHICS. Excellent typographic skills. Digital Illustration and design animation 2D/3D.

PROFESSIONAL EXPERIENCE:**2010 - 2011 - NFL ENTERPRISES/NFL.COM**

MOBILE DESIGNER/INTERACTIVE DESIGNER. Designed the mock-up, template and interface for all (team) mobile websites for WAP and Smart phones. Conceptualized and created the Style Guide for all mobile applications including Game Center and Fantasy Football. Designed landing pages, modules and components for nfl.com. Created and animated all 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.

2010 - 2010 - GETFUGU Inc.

FREELANCE SR. INTERACTIVE DESIGNER. Designed the UI/UX 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, 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.

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.

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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LOS ANGELES, CA 90034

714.401.4021 (cell)

SPECIALIZED SKILLS:

Team Leader.

Determined to win.

Will meet deadlines.

Will work independently and in collaboration.

Working knowledge of project management tools and Content Management Systems.

An understanding of site architecture and wireframes.

An understanding of budgets and billing.

HTML5/CSS/Javascript/PHP Integration

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

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

Microsoft Office

Base Camp

AFFILIATIONS:

AIGA - American Institute of Graphic Arts

MEMBER SINCE 2007