

Estab. 2002 NICECAVE MEDIA DESIGN

ART DIRECTOR, PRINT DESIGNER, MULTIMEDIA WEB DESIGNER/DEVELOPER, BROADCAST MOTION GRAPHICS DESIGNER, AND MARKETING CONSULTANT

-Interactive XHTML/FLASH based Web Design. Interface design/development. Optimized animation and interactivity, e-commerce site development and programming.

-Broadcast identity and branding, story-boarding, DV footage editing and animation for film/television/web production. Compositing.

On-Air Brand strategy.

OBJECTIVE: PRINT/BROADCAST/INTERACTIVE/TYPOGRAPHIC

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

DESIGN AGENCIES/COMPANIES/PARTNERS:

Apollo Interactive, AnchorBlue Clothing, Vixiom Communications, Fullaluv Creative, Unita Design, Campbell Mithun, O'Leary and Partners, Radar LA, Smuggler, 24 Seven, Creative Link, and Creative Circle.

PROFESSIONAL EXPERIENCE:**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, processed analytics, QA checking, digital asset management, and defined project requirements.

2006 - 2008 - VQ ORTHOCARE

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

2005 - 2006 - 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.

2005 - JMP CREATIVE

FREELANCE DESIGNER- Trade Show Graphics and Packaging designer for toy designs and prototypes.

2004 - 2005 - CALIFORNIA MARKET CENTER

FREELANCE DESIGNER/PHOTOGRAPHER- for a prominent LA Fashion label - 11th Heaven.

2002 - 2004 - APAX CORPORATION

GRAPHIC DESIGNER/WEB DESIGNER/DEVELOPER, MARKETING CONSULTANT, SALES EXECUTIVE. InHouse Marketing Strategy and Procedure.

2000 - 2001 - HARMONIA MUNDI

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

ALEXANDER SCHRÖDER

Project Manager/ 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 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

Otis College of Art summer programs

PROGRAMS:

Adobe After Effects 7

Adobe Premiere

Apple Final Cut Pro

Apple Keynote

Adobe Illustrator CS3

Adobe InDesign CS3

Adobe Photoshop CS3

Altsys Fontographer

Macromedia Freehand

Macromedia Dreamweaver CS3

Macromedia Flash CS3

Quark X-Press

Maxon Cinema 4D XL

E-Magic Pro Logic

Microsoft Office X

Base Camp

AFFILIATIONS:

AIGA - American Institute of Graphic Arts

MEMBER SINCE 2007