

415-273-9293

Alexander Parker

CHROMATIC OVERSIGHT

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ART DIRECTION + BRAND DESIGN + CREATIVE STRATEGY

SUMMARY

A resourceful and versatile art director integrating experience from hundreds of global brands with an unwavering love for well-organized design. Specialties include creative strategy, business branding, brand systems, art direction, & front-end development.

Additional skills include HTML5 animations, vector illustrations, and visual storytelling. Works primarily with Adobe CC, Sketch, and Google Web Designer but knows good design always starts on paper.

EXPERIENCE

11.2017 – Present **Havas**

Contract Art Director

- Evolved art direction for MSVoice social content including post content, storyboards, and interactive online quizzes.
- Prepared layouts for national pharmaceutical email campaigns.

09.2015 – 10.2017 **Credit Karma**

Art Director

- Contributed original creative executions resulting in top performing acquisition ads for online media, print, app install, and more.
- Collaborated directly with CMO, VP of Brand, and the head of Creative Strategy to facilitate visual re-brand for \$3.5 Billion company.
- Established and maintained brand management processes for internal and external use resulting in streamlined brand ascendancy.
- Evolved the visual identity across new verticals including Credit Karma Tax and Credit Karma in Canada.
- Directed photo shoots and established third party resources to enhance brand tool kit.

08.2014 – 01.2015 **Accomplice**

Contract Art Director

- Administered conceptualization and ideation of brand personality, art direction, and creative strategy for pivot re-branding.
- Designed and presented comprehensive visual guidelines for new brand including logo, color palette, personality, and more.
- Developed HTML5 brand exploration website which provided easier adoption of the brand by internal teams.

09.2014 – 01.2015 **BreatheAware**

Contract Digital Designer

- Established visual identity and produced styling for minimum viable product resulting in \$30,000+ Kickstarter funding success.
- Developed HTML5 product animations including fully customizable breathing exercises.

11.2012 – 07.2014 **Kiip**

Contract Campaign Designer

- Created assets specific to Kiip's unique promotion system resulting in top performing rewards and increased new business.
- Product Design in the form of mock-ups for new websites, comprehensives for custom reward experiences, etc.
- Emulated or established creative direction and visual asset development for hundreds of popular brands including Angry Birds, Disney, Snickers, Google, Pepsi, Taco Bell, NERF, and more.

08.2012 – 09.2013 **DDB / DDB remedy**

Contract Digital Designer

- Produced online ads, storyboards, brand guidelines, and more for Intel, Ross, Armor All, Clorox, Brita, and other various accounts.
- Member of six pitch teams, five of which successfully resulted in new business: Qualcomm, Wells Fargo, Armor All, and Amgen.
- Responsible for look and feel of exploratory Armor All brand strategy book including art direction and typography.

EDUCATION

2008 – 2012 **Savannah College of Art & Design (SCAD)**

BFA in Advertising, cum laude

- Strong focus on digital art direction and branding for startups and new businesses.
- Additional focus in business and entrepreneurship including studies in museum administration, group psychology, and marketing.
- Faculty appointed Art Director of digital and social media for SCAD CLC Bixby (Andre 3000) fashion client branding, Spring 2011.