

ALEXANDER PARKER

ART DIRECTION & BRAND DESIGN

alex@buyalex.com | 757.816.6628

PROFESSIONAL SKILLS

DIGITAL DESIGN

Illustrator / Photoshop / InDesign
Animation / After Effects
Product Design / Sketch
Google Web Designer

ART DIRECTION

Creative Direction
Concept Development
Branding / Visual Identity
Quick Compositing Prowess

WEB DEVELOPMENT

HTML5 Animation / CSS
UI / UX Wireframes
JavaScript / jQuery
Wordpress / CMS / PHP

09.2015 – PRESENT

CREDIT KARMA

ART DIRECTOR

- Worked alongside CMO, VP of Brand, and head of Creative Strategy to facilitate visual rebrand for \$3.5 Billion company.
- Collaborated with cross-functional teams to eliminate old brand visuals, and commit to new visual identity.
- Organized and maintained new visual identity guidelines and helped to establish brand management tools for internal and external use of the visual identity. Was responsible for company education on visual identity resources and best practices.
- Art directed multiple photo shoots and established third party resources to enhance visual identity tool kit.
- Evolved the visual identity across new verticals including Credit Karma Tax and Credit Karma in Canada.
- Created top performing creative for online media, out-of-home campaigns, mobile advertising, and more.

08.2014 – 01.2015

ACCOMPLICE

CONTRACT ART DIRECTOR

- Oversaw conceptualization and ideation of brand personality, art direction, and visual components of pivot rebranding.
- Presented visual guidelines for new brand including rules for new logo mark, typography, color, personality, and more.
- Collaborated on team website project to begin utilization of new brand components.

09.2014 – 01.2015

BREATHAWARE

CONTRACT DIGITAL DESIGNER

- Established bare-bones style guide and visual guidelines for minimum viable product.
- Developed HTML5 product animations including customizable breathing exercises.
- Helped brand to achieve Kickstarter funding success.

11.2012 – 07.2014

KIIP

CONTRACT CAMPAIGN DESIGNER

- Consultant Campaign Designer for mobile, email, and web campaigns relating to Kiip's unique promotion system.
- Creative direction and visual asset creation for over 100 brands including Bolthouse Farms, Snickers, Google, and others.
- Product Design in the form of mock-ups for new websites, comprehensives for customized rewards, etc.

08.2012 – 09.2013

DDB / DDB REMEDY

CONTRACT ART DIRECTOR / DIGITAL DESIGNER

- On-call Art Director at DDB SF and DDB Remedy for Intel, Ross, Armor All, Clorox, Hidden Valley, Brita, and other various accounts.
- Member of six new business teams, five of which were won by the agency. (Qualcomm, Wells Fargo, Armor All, various Amgen)
- Responsible for look and feel of new Armor All brand strategy book including art direction and typography.

EDUCATION

2012

SAVANNAH COLLEGE OF ART & DESIGN (SCAD)

BFA IN ADVERTISING, CUM LAUDE

- Strong focus on digital art direction, branding for emerging brands, fashion branding, etc.
- Art Director of digital and social media for SCAD CLC Bixby (Andre 3000) fashion client branding, Spring 2011.
- Additional focus in Business & Entrepreneurship including studies in museum administration, group psychology, etc.