

ALEX BILES

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CREATIVE SKILLS

Brand Development
Advertising
Conceptual brainstorming
Creative collaboration
Design and photography
Typography
Logo and identity design
Photo retouching
Illustration
Collateral

SOFTWARE

Adobe Photoshop
Adobe Illustrator
Adobe InDesign

WEB DESIGN SKILLS

Page layout
Wireframing
Website design
User experience
Programming
Front end web development
Back end web development

AWARDS

Lead Art Director for over six
American Advertising Awards

ABOUT

I am an award winning Art Director, a passionate Graphic Designer, and a driven Web Developer. I am an experienced integrated marketing professional dedicated to finding elegant solutions. I thrive in collaborative environments seeking creative perfection. No challenge is too big or small. I constantly learn, adapt, and grow.

EXPERIENCE

SmithGifford, Art Director, Falls Church, VA, USA

2012-2014

- Managed production of multi-media campaigns and brand identity projects by developing concepts and marketing strategies. Directed, designed, and created all artwork.
- Collaborated on art direction with web developers to create an array of custom-branded online user experiences, including websites, blogs, email blasts, and online advertising; incorporated responsive design techniques into Artwork layouts to provide clients with artwork for use on multiple platforms.
- Concepted, storyboarded, pitched, and created final art cards for TV commercials. Oversaw production, editing, audio, and color correction.
- Created and produced print media layouts for marketing collateral, outdoor advertising, and advertisements for magazine and newspapers.
- Established and managed collaborative relationships with creative teams, account teams, developers, production companies, and printers.

Two Degrees Food, Brand Ambassador, Washington DC, USA

2011-2012

- Developed and executed sales plan resulting in six new retailers carrying Two Degrees Food bars.
- Coordinated ordering and displaying Two Degrees bars for retail managers; supplied marketing materials.
- Tracked sales per outlet, and managed relationships with retail managers.

Black Sun Plc, Graphic Design Intern, London, England

July-August 2011

- Produced graphics for corporate annual reports; conducted conceptual research and exploration on the latest trends in annual reporting.
- Created information graphics from concept to production for a visual representation of BlackSun's services.
- Designed layouts for annual report spreads, information graphics, and DVD cases.

Gerber Juice Ltd. Marketing Intern, Bridgwater, England

July - August 2010

- Developed and presented a strategic marketing plan for Umbungo juice launch.
- Researched and analyzed costs of many promotional opportunities; evaluated findings and presented recommendations.
- Participated on a team developing product packaging and websites by reviewing and critiquing current designs
- Coordinated communication between promotional organizations and Gerber Juice Ltd.

Dole Europe, Website Analysis Intern, Paris, France

June - July 2008

- Evaluated effectiveness of all Dole European websites by monitoring and assessing traffic; presented possible improvements in French and English.

EDUCATION

General Assembly, Washington DC, USA

Nov 2014 - Feb 2015

- Web Development Immersive
 - Programming Fundamentals
 - The Basics of Product Development
 - Front-End Web Development
 - Back-End Web Development

BTK Summer School Program, Berlin, Germany

July - Aug 2014

- Digital film making

American University, Washington DC, USA

2007-2011

- Bachelor of Arts in Graphic Design
- Marketing Minor

SACI, Florence, Italy

May - July 2010

- Print making workshop
- Advanced Graphic Design workshop

American School of Paris, Paris, France

2002-2007