

alex g.

CONTACT

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EDUCATION

SCAD — Savannah College
of Art and Design

Major: Advertising

Minor: Design for Mobile
and Interactive

SKILLS

Art Direction

Graphic Design & Branding

Brand Strategy

Web Design (HTML/CSS Basics)

UI/UX Design

Adobe Creative Suite

STRENGTHS

Creative Leadership: Led creative teams in numerous projects, managing workflow and time effectively.

Collaboration: Thrive in team environments, working with cross-functional groups to enhance project outcomes through diverse collaboration.

FUN

Painter

Backpacker

Dog Mom

Snowboarder

Traveler

Book Lover

OVERVIEW

Art Director | Designer | Creative Problem Solver

Passionate creative and collaborator — currently a senior art director with over 7+ years of experience in creative marketing and design. Have a versatile portfolio of advertising, graphic design, social, digital, traditional TV and OOH as well as experiential brand events/activations.

EXPERIENCE

DEUTSCH LA — Los Angeles, CA

Senior Art Director | oct. 2021 – oct. 2023

- Developed and executed creative concepts for national advertising campaigns across multiple channels.
- Established brand platforms and new brand positioning for Walmart+
- Directed a team of designers in creating a visual identity for the Walmart+ brand.
- Collaborated with filmmakers, photographers, designers, production and account management teams to ensure client satisfaction and successful campaign execution.
- Mentored mid-level creatives from concept to production.

DONER LA — Los Angeles, CA

Senior Art Director | june 2021 – oct. 2021

- Led projects, from concept to final execution on creative campaigns for brands including LLBean and Del Monte
- Mentored and guided junior creative teams.
- Developed campaigns for pitches and was pivotal in winning new project accounts like QueHealth, PeacockTV, and Icelandic.
- Directed photographers and filmmakers, ensuring alignment with creative visions and maintaining strong client satisfaction.

Art Director + Graphic Designer | dec. 2019 – june 2021

- Conceptualized and executed creative marketing for a variety of clients, most notably, Netflix, Amazon, and Quibi, across various media from traditional advertising to digital/social to brand stunts/activations.
- Oversaw production and directed visual aspects for varied executions, including on-set direction for video and photography as well as events and brand activations.

Jr. Art Director + Designer | june 2017 – dec. 2019

- Provided crucial support to senior creatives in conceptualizing and designing campaigns for various brands.
- Developed and executed digital marketing assets, enhancing brand visibility and engagement.

VISIT SAVANNAH — Savannah, GA

Freelance Designer | oct. 2016 – april 2017

Designer on their in-house marketing team to refresh design and branding, as well as develop a new brand strategy.

RPA ADVERTISING — Los Angeles, CA

Creative Intern | Summer 2016

Worked on the creative team assisting senior creatives, concepting and designing for clients such as Dole, Honda, and ampm