





Alexandra March

Art Direction
Design
Illustration

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Professional Experience

In-House Art Director/Designer with the following companies:

IFOAM (NGO - Organic agriculture) 2018 - Present

Visual communications designer

Creative lead for internal and external communications for the organization.

Large scale design for events, brochures, posters, social media, UI design for online campaigns, video elements, blog and website redesign. Created brand/visual guidelines for visual communications within the organization. Standardized workflow procedures for design and print.

STORY & CO (Advertisement agency) 2013 - 2014

Art director/designer

Design for international commercial centers in Russia and Germany - branding, web design, collateral design. Sourced stock images, coordinated workflow with clients, edited photography, and worked on photo shoots. Created messaging for campaigns in Spanish and Russian.

WISER TOGETHER (Tech/medical) 2011 - 2013

Lead in-house designer

Art direction, brand/identity, UI/UX design, Info-graphics. Coordinated workflow/design with content and development teams, managed workflow in JIRA. Worked closely with product development team on interface/designs through A/B testing, agile project management. Liaised with printing companies. Worked with social media team to create entries for blog, press-releases, and newsletters.

WORLD HEALTH ORGANIZATION 2007 - 2009

Art director/ Graphic designer

Led design and production of graphic materials for StopTB Partnership. Managed freelance designers, worked with content and development teams on design output. Liaised with printing companies. Created campaigns, posters, brochures, webpages, newsletters. Managed branding and visual style guides.

Led two campaigns for World TB Day 2008 and 2009. Led design of the campaign for Stop TB Partnership Partner's forum held in Brazil in 2009.

VH1.com - MTV Networks (Entertainment) 2007

Graphic/web designer

Worked on a variety of online design projects including Rock Honors Awards 2007, Princess Diana Concert and others. Worked in collaboration with MTV photographers to create collages for online posters, banners, landing pages and promotions. Stand out projects included promotional materials around Rock Honors Awards and VH1 classic.

Independent Communications/Design professional 2013-Present with following clients:

TWO TEN (NGO). Freelance art director/designer for TwoTen Footware foundation. Design promotional materials: posters, brochures, and event large scale environmental design.

PHOTO CIRCLE Freelance online editor for a printing company with humanitarian project focus. Writing/editing, SEO.

BASIC INCOME CONGRESS, LISBON Created visual identity/brand and advertisement materials for the event - program/posters/large scale displays.

2COMMUNIQUE (Ad agency) Editorial illustration for 'Gather' magazine.

FAIRCAP ANGELS (NGO) Design (visual identity, branding) for a Myanmar based orphanage, and supporting businesses. Design/messages for social media.

Software:

Adobe

Photoshop

Illustrator

InDesign

Acrobat

XD

Premier

KeyNote, PowerPoint

HTML, CSS

Education:

EINA, Barcelona, Spain

Postgraduate diploma in Children's book illustration and Master in Creative Illustration

Cogswell Polytechnic College, USA

Design, Visual & Video communications,
Magna Cum Laude Bachelor of Arts

Languages:

Proficient: **English, Russian,**

Spanish, French

Communication: **German**

CATALAN/POLISH ASSOCIATION (Cultural organization) Visual identity and design for organization's cultural programs.

ROSES DE LLOBREGAT (Artisanal brewing company) Art director/illustrator. Package design for a local brewery production. Concept, design and illustration.

WBCSD (Sustainable development) Design consultant. Design and print for sustainability focused publications and reports for international clients.

UNCDF (UN Micro-finance) - brand-development, collateral design for print and social media.

INTRAHEALTH (International health organization) - Graphic design, photo sourcing and layout for multi-lingual annual reports. Edited reports in English, Spanish and French.

HWCD (Architectural firm) Design for presentations, brand/concept and identity.

KIWI CRATE (Education) Designed user interface (wireframes/comps). Created icons and illustration elements for the pages.

PROVIDE COMMERCE (E-commerce/advertisement agency) Created design for web, catalogs, and promotions

WS PUBLISHING GROUP (Publishing) Created illustration for educational books K-5. Created mock-up sample books, created layout for text books. Liaised with printing companies on final product.

Freelance in-house Designer with Advertisement Agencies 2005-2007:

RMG CONNECT New York, NY

Created illustrations and design for a new online HSBC (bank) campaign for HSBC USA. Created a series of vector illustrations that were used as a part of a multimedia/flash campaign for the bank.

ZAGAT SURVEY New York, NY

Worked in collaboration with creative director to transition to a new version of Zagat Survey online. Designed new pages, created banners, landing page promotions, edited photography and created new icons and illustrations.

WIRELESS GENERATION (Education) Brooklyn, NY

Worked closely with the product director to create interfaces (UI, UX, presentations) for online evaluation and educational tools.

ATMOSPHERE MEDIA BBDO New York, NY

Created design for advertisement campaigns for a variety of clients: UPS, Cingular/Sprint, Target.

WEIGHTWATCHERS.COM New York, NY

Graphic Designer/Production Artist - freelance

Created design for weightwatchers.co.uk - seasonal banners, landing pages, UX/UI design, newsletters.

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