

ALEXANDRA STERN IN MARCH

Creative international Art Director and Illustrator with over 10 years of experience in [production management](#), [user interface design](#), [print design](#), [illustration](#) and [photography](#).

PROFESSIONAL EXPERIENCE

[TT VISION](#), Barcelona, Spain 2009-2010

Design Manager/Art Director for a social media marketing enterprise. Responsible for coordination of talent resources, budget planning and schedules. Art directed design of visual branding for the company for print and online presence.

[WORLD HEALTH ORGANIZATION](#), (UN) Geneva, Switzerland 2007-2009

Graphic Designer/Artistic lead. Lead all of the design and production of graphic materials for StopTB Partnership. Designed and directed production of visual materials to raise awareness of Tuberculosis on international and country based level. Create campaigns, posters, brochures, webpages/sites etc. Work closely with technical team in directing web production and output. Managed branding and visual and contextual consistency of the created sites. Created two successful 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 \(MTV Networks\)](#), New York, NY 2007

Graphic Designer for online division of VH1.com. Worked on a variety of online design projects including Rock Honors Awards 2007, Princess Diana Concert and others. Created effective interfaces, promotions for internet and mobile applications. Worked in collaboration with MTV photographers to create visually effective images and collages for online posters, banners, and promotions. Stand out projects included promotional materials around Rock Honors Awards and VH1 classic.

[RMG CONNECT](#), New York, NY 2007 (CONSULTANCY)

Graphic Designer/Illustrator with a multinational advertisement agency. 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 2007 (CONSULTANCY)

Graphic Designer for online division of Zagat Survey - award winning restaurant and travel guide. Worked in collaboration with creative director and art director on creating and transitioning to a new version of Zagat Survey online. Designed new pages, created banners, promotions, edited photography and created new icons and illustrations.

[WIRELESS GENERATION](#), Brooklyn, NY 2007 (CONSULTANCY)

Graphic Designer with educational software company that creates tools for public schools in the US. Worked closely with the product director to create interfaces for online evaluation and educational tools. Created icons, and graphic elements to optimize the experience for the user - both teachers and students.

[ATMOSPHERE MEDIA BBDO](#), New York, NY 2007 (FREELANCE)

Graphic Designer/Production Artist with one of the largest national ad agencies on a variety of online projects including Target.com, Cingular, FEDEX, Citi Bank and others. Created banners, layouts for online campaigns and sequence animations for flash.

[WEIGHTWATCHERS.COM](#), New York, NY 2006 (FREELANCE)

Graphic Designer/Production Artist with Weightwatchers.com multimedia unit. Designed interfaces for seasonal themes of US and UK divisions of Weight Watchers. Created interface layout, adjusted and color corrected photography, banners and promotions.

[EMBIENCE INC.](#), San Diego, CA 2006

Creative Director/Graphic Designer. Responsible for all levels design and production management and execution of an international mobile technology company: Web design, print design, interface design and web implementation. Worked closely with the marketing team to produce promotional materials, templates, and mockups. Managed and art directed production team in Asia.

[HEADS ON FIRE MEDIA](#), San Diego CA 2006

Media Coordinator/Graphic Designer for a multimedia company that executes community based project for the city of San Diego. Coordinated a variety of educational/social media projects including community storytelling project, website for Folk Museum of San Diego and many others. Scheduled meetings, organized visual and informational resources. Worked with the city of San Diego to create an interactive media project for local artists.

FREELANCE GRAPHIC DESIGNER 2002– 2006

Independent graphic consultant with a variety of companies and private clients. All levels of design including Art Direction, Design, Illustration, photography and programming. Projects included: Children's book illustration (self-published Ocean & Swing a book of poems for children), collateral and promotional work for a variety of clients including: Encourage Software (educational software company), Frutaiga Inc (health and nutrition company), San Felipe Alliance (the IRC) (NGO).

TOUCHPAK INC., New York NY 2000 – 2002

Graphic Designer. Designed interfaces for hand-held wireless devices (PDA's) - navigation elements, menus and content. Designed company's promotional materials: magazine advertisements, tradeshow banners and posters. Worked on PDA interfaces for a variety of content providers including Reuters, USA Today and CNET. Created wireless interfaces for a variety of restaurants, airports and amusement parks.

HEWLETT-PACKARD INC, Cupertino, CA 1999 – 2000

Graphic/Web designer. Created graphics for company's external (hp.com) and internal web sites. Provided layouts/design for web, and printed media.

Project manager for an e-commerce project based in Spain. Project managed web site for large format printer HP DesignJet. Created/edited web content, graphic elements and layout. Worked with HP team in Madrid.

Web developer. Developed web sites for the department of E-Business and Marketing. Designed an internal web site for E-marketing department from start to finish. Provided front-end, and back-end support for web sites for small business products and training. Created and edited web content and graphics. HTML/JavaScript, UNIX and Win/NT environments.

MURDOCK & ASSOCIATES, Santa Clara, CA 2000 (FREELANCE)

Graphic designer/Art Director/Web developer: Developed company's external and internal web sites from start to finish: worked closely with the marketing team to develop the site concept, graphics/layout. Managed a development team on the database development.

WEB LEARNING INC., Morgan Hill, CA 1999 (FREELANCE)

Graphic designer/illustrator/web developer: Developed online science laboratories (grade k-8) for the Tech Museum of Innovation. Worked with a team of curriculum developers to research related topics and to create content/graphic elements for the web site, and interactive tutorials. Created technical/educational illustrations that were used as part of the tutorials.

DIGITAL CLUB HOUSE, Sunnyvale, CA 1998

Art Director/video editor: Adobe software teacher. Worked with visitors of the club-house on development of personal documentaries that were a part of the class. Edited visual materials for video production. Created short documentaries based on WWII stories from start to finish: Wrote scripts, created storyboards, filmed and edited the documentaries.

GEORGE COATES THEATER CO., San Francisco, CA 1997-98

Graphic Artist/Web developer. Created promotional artwork (posters, flyers) for an independent theater production company in San Francisco. Developed web pages with HTML. Created/optimized graphical content for web.

EDUCATION

- 2010 EINA, Barcelona, Spain Postgraduate studies in Children's book illustration
- 2003-05 College of Practical Homeopathy, London UK. License in Homeopathic Medicine.
- 1999-00 Additional coursework: Typography, Communication Design, Photography
- 1997-98 Cogswell Polytechnic College, Sunnyvale CA / Graphic & Video Imaging, **Magna Cum Laude BA 1998**
- 1995-96 University of California Santa Cruz, Santa Cruz, CA / Art
- 1993-95 California Polytechnic University San Luis Obispo, San Luis Obispo, CA Computer Science /Art

TECHNICAL

Adobe Creative Suite, illustration, photography, HTML, CSS, JavaScript, animation (2D/3D), video editing

LANGUAGES

English, Russian, French, Spanish and basic Italian