

# ALEXANDRA STERNIN MARCH



Creative international designer and illustrator with experience in [design, illustration, photography and project management and coordination](#).

## PROFESSIONAL EXPERIENCE

### FREELANCE ILLUSTRATOR/DESIGN CONSULTANT 2009-PRESENT

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

Graphic Designer/Art director. Lead 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. Created campaigns, posters, brochures, webpages/sites etc. Worked closely with technical team in directing web production and output. Managed branding, 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 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 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. 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 a multinational advertisement agency 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 200

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. 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.

#### 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. 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

2010-11 EINA, Barcelona, Spain Postgraduate studies (MA) in Creative illustration (unfinished)

2010 EINA, Barcelona, Spain Postgraduate studies in Children's book illustration

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, animation (2D/3D), video editing

**LANGUAGES** Proficient: English, Russian, French, Spanish. Basic level: German, Italian, Catalan

## EXHIBITIONS

2007 Museum of The Living Artist, San Diego, California, USA - group exhibition

2008 Dupont, Geneva, Switzerland - solo exhibition

2011 Espai Barra de Ferro, Barcelona, Spain - group exhibition