

Portfolio: <http://www.lawrence-alexander.com>

Experienced award winning Art Director and Illustrator as well as a painter and martial artist.

STRENGTHS

Digital

Worked as a Sr. Digital Art Director at The Bloc creating sites, banners, apps and other pharmaceutical digital marketing materials. Designed web collateral for Mountain Dew and Pepsi that included web sites, banners and e-newsletters at Tribal DDB. Created iPhone and iPad designs for AT&T with What's The Big Idea.

Print

Created marketing material for the City of Fort Worth's recycling programs. Created over 50 direct mail pieces and campaigns for Direct Energy at Rapp that went to thousands of homes and businesses all over North America. Participated in a production role in a nationwide outdoor campaign for Samsung at Commerce House.

Promotion

Participated in the creation of the "Pink to the Core" promotion for Mott's at PowerPact. Instrumental in the creation of the "Mitsubishi Thrill Ride" at Javelin Direct. This was an initiative to get people to test drive Mitsubishi cars by bringing the dealership to them by way of theme parks, concerts and airport ride homes. Participated in an art director/designer role several in store promotional and packaging programs for Lay's "Do Us a Flavor" at The Marketing Arm.

SKILLS

Advanced in Adobe CC including Illustrator, Photoshop and InDesign along with Mac OSX (13 years)

Art Direction and Graphic Design (13 years)

Sketch User Experience app (2 years)

Microsoft Office including Word, Powerpoint, and Excel (11 years)

Freehand Drawing and Illustration (25 years)

AWARDS

Street Fighter Legacy 30th Anniversary Art Tribute, August 2017
"Sagat" is featured on page #121

The Communicator Awards, May 2017

City of Fort Worth "Recycle Right, Recycle More" with Ignite It Group

The Communicator Awards, May 2017

City of Fort Worth "Fence Them In" - It's the Law Integrated Campaign with Ignite It Group

The Urban Action Showcase, October 2015

"The Last Dragon" Poster Design Winner

Hermes Gold Award, May 2013

City of Fort Worth "Recycle Right" with Ignite It Group

EDUCATION

BFA, Communication Design, Emphasis: Art Direction,
Texas A&M-Commerce, May 2003

EXPERIENCE

Firestarter Creative, Dallas, Texas | New York, New York -
Freelance Art Director/Graphic Designer

(February 2006 - November 2006; April 2008 - Present)

Performed creative work for clients such as Area 23, PowerPact, The Design Factory, Ignite It Group, Publicis, Commerce House, Dreamhaus Media, Tribal DDB, Barker Advertising, Publicis, Medical Knowledge, Imprint, and The Marketing Arm.

The Bloc, New York, New York - **Sr. Digital Art Director**
(October 2015 - July 2016)

Clients

Votrient
Montefiore
Convatec
Reyataz

Square One, Dallas, Texas - **Art Director**
(November 2007 - April 2008)

Clients

Souper Salad
Freeman
Grandy's
Daltile / American Olean
New Business

Rapp, Irving, Texas - **Junior Art Director**
(November 2006 - October 2007)

Clients

Direct Energy
Brinker
Best Buy

Javelin Direct, Irving, Texas - **Junior Art Director**
(September 2005 - February 2006)

Clients

Mitsubishi
Jiffy Lube
New Business

The Integer Group, Dallas, Texas - **Intern Art Director**
(July 2004 - November 2004)

Clients

Mastercard
Nokia
AMD
Cingular (AT&T)
New Business