

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.

Pharmaceutical

Gained experience creative digital and print collateral for HCP and consumer in the pharmaceutical space. Created work in many subjects such as oncology, HIV, respiratory ailments, arthritis, women's health and much more.

Broadcast

Created concepts, key frames and story board art for Spectrum Internet and Television direct response television spots. These spots were geared toward the African-American market. The spot "Housewarming" received positive results, so much so that it was moved into general market and was featured in Adweek.

SKILLS

Advanced in Adobe CC including Illustrator, Photoshop and InDesign along with Mac OSX (15 years)
Art Direction and Graphic Design (15 years)
Sketch User Experience app (4 years)
Microsoft Office including Word, Powerpoint, and Excel (12 years)
Freehand Drawing and Illustration (27 years)

AWARDS

MvVO AD ART SHOW 2022 Finalist, May 2022

The painting, "Higher Thoughts", was shown at the Oculus in New York

Adweek Article, February 2021

Was featured in Adweek highlighting the television spot "Housewarming" for Spectrum

https://www.adweek.com/agencies/profiles-in-black-creativity-lawrence-alexander-helps-spectrum-stand-out/?fbclid=IwAR1MjMi9BtRUMQnjaKCND038_hE6UB4uiSRQ2vnkekuqlOkH_ezyDyo2djs

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

Area 23, New York, New York - Group Art Supervisor

(November 2021 - Present)

Clients

CALQUENCE

Grey Group, New York, New York - Art Supervisor

(October 2020 - October 2021)

Clients

Raylumis

Olumiant

Tempo

Taltz

Infusion by Castells, New York, New York - Sr. Art Director

(May 2019 - October 2020)

Clients

Spectrum

Firestarter Creative, Dallas, Texas | New York, New York -

Freelance Art Director/Graphic Designer

(February 2006 - Present)

Performed creative work for clients such as Area 23, CDM-Princeton, McCann Healthcare, FCB Cure, Rev Health, Ignite It Group, Publicis, Commerce House, Dreamhaus Media, Tribal DDB, Medical Knowledge, Imprint, Infusion, 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 / Grandy's

Freeman

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