



Ale Alexander

ART DIRECTOR | GRAPHIC DESIGNER

PORTFOLIO:

<http://beta.alexander.pink> (under construction)

<https://www.behance.net/alealexander>

EXPERIENCE

2015 - 2018

TBWA/Terán - Digital Art Director

Creation and execution of digital concepts and strategy.
Content art direction and web design.
Digital art direction for Pepsi Co Mexico, Mead Johnson, EOS, WalMart, FedEx, Terán and INFINITI.
Expertise in creating, interactive experiences, ads, landing pages, websites, animations, GIF's and posts.
Feedback, direction and supervision to other designers.

2013 - 2015

Dots - Graphic designer (Cofounder)

Design and creation of brand identity. Photo retouch.
Design of brands, logos, labels, print and web design, for local medium/small companies.

2009 - 2011

I.M.S.S. - Creative coordinator

Internal Communications: producing and delivering messages and campaigns on behalf of management.

LANGUAGES

English 
Spanish 
Japanese 

EDUCATION

2011 - 2013

MBA in Marketing

Universidad TecMilenio ITESM, México

2008 - 2011

BFA Graphic Design and Animation

Universidad TecMilenio ITESM, México

SKILLS

Illustrator	Flash
Photoshop	SAI
3Ds Max	Google Web Designer
Maya	Dreamweaver
After Effects	Premiere
Soundbooth	Lightroom
InDesign	KeyNote/PPT
Basic: HTML, PHP and CSS	

CERTIFICATIONS

Adobe - Certified Associate **ACA** in Interactive Media Using Adobe Flash Professional.

Google - Core HTML5 **Double Click Studio**.

Google - **AdWords** Display Certification.

Google - **Digital Sales** Certification.

ITESM - Interaction Design

ITESM - 3D modeling

ITESM - Digital Marketing

ITESM - Photoshop

MORE ABOUT ME

2013 - Present

Universidad TecMilenio ITESM - Professor

Teaching university level courses related to Graphic Design, Animation, Marketing, Digital Marketing and Advertising.
Class administration, workload development and exam design. Classes, projects and tutoring.

2011 - 2013

Edutech / Presidency of Mexico - Instructor

Digital Media Instructor

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