



ALEXANDRA PAIGE LYNNE

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SUMMARY

Talented Art Director with strong background in marketing and branding. Excels in projects from concept through execution. Demonstrates clever/imaginative thinking style, and keen understanding of graphic design fundamentals in polished portfolio campaigns. Utilizes exceptional interpersonal and communication skills in working with project teams.

EXPERIENCE

KIRSHENBAUM BOND SENECA + PARTNERS, NEW YORK, NY

ART DIRECTOR INTERN

November 2011- January 2012

American Express: Established brand identity system for *Social Media Show + Tell* program

- Designed logo highlighting the program's webinar and discussion features
- Developed LinkedIn rich media banner ad using iconic business and social media artwork

BMW: Updated visual content on bmwusa.com, and instituted new design guidelines for banners

- Created "Naughty or Nice" image featured on bmwusa.com, Facebook, and in subscriber email
- Designed January homepage sales offer banners for BMW sites nationwide

TRIBAL DDB, NEW YORK, NY

FREELANCE JUNIOR ART DIRECTOR

September 2011- November 2011

Sallie Mae: Developed :60 video repositioning brand as a full-service student financial company

- Concepted multiple directions based on insights drawn from creative brief
- Designed key frames in illustrative visual style mixing animation with live-action
- Prepared shot list for shoot

Exxon: Designed interactive web banners, and website for loyalty program

MCCANN ERICKSON, NEW YORK, NY

ART DIRECTOR INTERN

June 2011- August 2011

- One of twelve creative interns hired from over one thousand applicants

Kohl's: Concepted and created scripts for TV spots in collaboration with copywriter

- Personal duties included designing storyboards, and building brand image library

Weight Watchers: Winner of team competition for developing an app using emerging technologies

- Individually responsible for initial concept, name, and design of app

EDUCATION

UNIVERSITY OF MICHIGAN, ANN ARBOR, MI

Bachelor of Arts in Communications Studies, May 2009

Emphasis in Marketing

Concentration GPA: 3.7/4.0

UCLA EXTENSION, LOS ANGELES, CA

Certificate Program in Design Communication Arts, November 2010

Graduated with distinction

EXPERTISE

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Dreamweaver, Adobe Bridge, and Adobe Acrobat Pro

ADDITIONAL

- Member of AIGA, and University of Michigan Alumni Club of NY
- Special interests include fine arts, classic rock, fashion, and tennis