

## OBJECTIVE

A challenging creative leadership position that allows me to contribute my skills and experience in emerging technologies, business development and design for the user/customer experience.

## EDUCATION

Syracuse University  
S.I. Newhouse School of Public Communications  
Martin J. Whitman School of Management  
B.S. Creative Advertising/Entrepreneurship and Emerging Enterprises

## SKILLS

Adobe Creative Suites; Illustrator, InDesign, Photoshop, Flash, After Effects, Edge Animate, Premiere, Dreamweaver and Captivate.  
Front end code; Javascript, CSS, HTML and site scaffolding using bootstrap. Proficient in Agile Development.  
Microsoft Office; Word, Excel, Power Point and Microsoft Project.

## AWARDS & ACCOLADES

SXSWi Interactive 2011 Future 15 Honoree  
American Marketing Excellence Award; Best Marketing Campaign - Windsquire: Race From Dragon Castle  
Webby Honoree: Games category, Mobile Game - Rescue Jump  
Gold Addy: Interactive Media, Mobile Application- TAG: The Mobile Assassination Game  
Best in Show, Best Design: Disruptathon Hottest App, Mobile Application - Airedndipity  
Graduate Level Leadership Program - Bluewater Advisory

## EXPERIENCE

### Social Growth Technologies

**Creative Director** | July 2014 - October 2015 | Columbia, MD

As the Creative Director for Social Growth Technologies, an affiliate marketing and technology company, and it's subsidiaries; SGT.io, Social Ingot and the Coupon Buddy brand, Alex led all design efforts related to new business development, product development and corporate/product marketing. Combining strong backgrounds in user-experience (UX) and visual design, Alex conceptualized unique e-commerce integrations and created memorable user-experiences across new and existing e-commerce products. Leveraging business insights and advanced analytics, Alex implemented numerous product features delivering incremental performance improvements to existing products; targeting contextual commerce interactions, increasing user-engagement and maximizing e-commerce conversion in the online affiliate marketing space.

- *Increased overall user-engagement by ~35% on our flagship white-label e-commerce web-app.*
- *Led a re-branding effort for SGT.io, including the design and development of a new site, in addition to content marketing productions incorporating strategic business intelligence and contextual commerce narratives.*
- *Implemented A/B testing measures and quality assurance practices that delivered better product features faster, while saving development resources.*

### Mindgrub Technologies

**Associate Creative Director | Creative Lead** | April 2010 - July 2015 | Baltimore, MD

Responsible for the creative execution of the mobile-applications, web sites, rich internet applications and award-winning interactive games developed at Mindgrub. Amidst rapid innovation in new media and emerging tech, Alex filled a unique role, weaving together new technologies and polished design to deliver meaningful experiences to users and clients. While leading the creative department and managing production from a team of associate and full-time designers, Alex consults directly with Mindgrub clients; providing innovative design and product development solutions.

- *Expanded agency capabilities by leading a new division of the company producing mobile games.*
- *Developed new procedures in managing the client/design relationship; saving the company time, money and improving overall client engagement.*
- *Thought-leadership and public speaking across tech meetups, universities, local AIGA chapters on mobile/social game design, in addition to conducting game design workshops for kids and teens.*

### Sonic Promos

**Art Director** | October 2009 - April 2010 | Gaithersburg, MD

Sonic Promos is a Promotional Marketing Firm that provides branded promotional products for marketing programs and events throughout the D.C. Metropolitan area. Alex served as the art director at Sonic Promos Inc. where he managed the design of all production art flowing through the Creative Department.