

ART DIRECTION + DESIGN

# angelo alcasabas

*alka-sa-bas*

## EXPERIENCE

### Art Director & Graphic Design Lead

*Cake / Havas Media*

OCT 2013–PRESENT / NEW YORK, NY

— Overseeing a team of designers and content creators in the production of social and creative content (digital and offline) for various clients such as Volvo, Keurig, Birds Eye Vegetables, Wishbone, Vlasic Pickles, Shiseido, MCM, Sephora, and the UN.

— Establishing the art direction for all social content, and developing the social brand guidelines for all clients.

— Led the design and art direction for an outdoor Sephora + Pantone Universe experience celebrating the Color of the Year in New York City. This consisted of a custom greenhouse structure for make-overs and a photo op area.

### Lead Experiential Designer + Creative Project Manager (Contract)

*Pop2Life*

MAY 2013–JUL 2013 / NEW YORK, NY

— Led the design and creative production of a 4,400 square foot 2013 Comic Con fan experience exhibit for the movie, *Ender's Game*, in San Diego, CA.

— Collaborated with and managed a team of designers, set designers/decorators, stage producers, lighting experts, A/V producers, experiential consultants, and installers, to produce the outdoor exhibit within 4 days.

— Trusted by the Art Director to oversee the design and creative areas of the exhibit. These include set design, costume and prop displays, lit displays, wall graphics, and interior/exterior signage.

### Designer (Contract)

*Tomorrow Partners*

JUN 2012–AUG 2012 / BERKELEY, CA

— Under the creative direction of Gaby Brink, designed unique and sustainable packaging solutions for major corporate life style brands, such as The North Face and Williams-Sonoma.

— Teamed with design directors and fellow designers to develop logos and collateral that would appeal to Burmese farmers, and promote Yetagon, a Burmese water pump company that provides irrigation tools and agriculture support.



Sorry! I know  
résumés are  
boring, but I'll help  
you get through it.

### Designer (Part-Time)

*Post Typography*

JAN 2012–JUN 2012 / BALTIMORE, MD

— Collaborated with award-winning designers and authors, Bruce Willen and Nolen Strals, to ideate and develop identities, infographics, and illustrations.

— Designed the conference invitation and the interiors for the multi-volume architectural guide book written by the US Green Building Council, a non-profit organization dedicated to sustainable building and construction.

— Other clients: *New York Times*, *Real Simple Magazine*, and Charm City Cakes.

### Designer (Contract)

*Chronicle Books*

MAY 2011–SEP 2011 / JUN 2010–AUG 2010 / SAN FRANCISCO, CA

Worked with design directors to design the interior and covers for *Dad's Playbook*, a 120-page book of quotes, by Tom Limbert, and *Baseball Scorekeeper*, a how-to book and journal about baseball scorekeeping.

### Mid-Senior Designer + Project Manager

*Ashton Design*

JUL 2005–SEP 2011 / BALTIMORE, MD

— Led projects in both design and strategy to strengthen and promote high-profile brands, such as the Audi, Boston Red Sox, Johns Hopkins University, and Under Armour.

— Managed and designed wayfinding signage projects for the City of Lancaster, PA, which included a vehicular system for the entire city and the interior/exterior signage for five public parking buildings.

— Worked on numerous projects at a given time, which included identities; various print collateral; restaurant signage; window displays; websites; blogs; and packaging.

### Junior Designer

*Rutka Weadock Design*

JUL 2004–JUN 2005 / BALTIMORE, MD

— Designed under the art direction of Anthony Rutka, a “Best in Show” winner in the 8th Mohawk Paper Show.

— Edited photography and student artwork for the 2005 MICA undergraduate prospectus; prepared mechanicals for production; and created comps for concept presentations.

Half way there!  
I believe in you.





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Continued...

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## SKILLS

Adobe Creative Suite  
Book Binding  
CAD-Tools  
CSS  
Dreamweaver  
HTML  
Javascript  
Installation Management for Exhibits and Signage  
Keynote  
Microsoft Office  
Photo Retouching  
Print Mechanical Production  
Project & Production Management  
Environmental Graphic Design Production  
Silk Screening  
SketchUp  
Video Editing  
WordPress

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## EDUCATION

### **Maryland Institute College Of Art**

*BFA in Graphic Design*

AUG 2000-MAY 2004 / BALTIMORE, MD

Summa Cum Laude with an Accumulative GPA of 3.935

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## AWARDS

### **Type Director's Club 26**

*2005 MICA Undergraduate Prospectus*

DESIGNER

### **Print Magazine Regional Design Annual 2005**

*Fire 8 Student Poetry Journal (MICA)*

ART DIRECTOR

## GUEST CRITIC + TEACHING EXPERIENCE

### **Guest Critic**

*Maryland Institute College of Art*

APR 2013 / BALTIMORE, MD

GRAPHIC DESIGN IV — Invited by Isaac Gertman, a principal of Paperwhite Studio in New York City, to critique and review 40 final projects of his junior level students. Projects include: print, web, environmental graphic design, packaging, and apparel.

### **Guest Critic**

*Maryland Institute College of Art*

APR 2012 / BALTIMORE, MD

POST BACCALAUREATE PROGRAM — Invited by Ann Liu, a professor at MICA, to critique and review 20 final projects by students in the Graphic Design Post Bac Program. Projects include: print, web, environmental graphic design, packaging, and apparel.

### **Adjunct Professor**

*Towson University*

JAN 2011-MAY 2011 / TOWSON, MD

PACKAGE DESIGN — *Required senior level course for Graphic Design majors.* Lectured, gave in-depth critiques, and art directed 16 students to develop unique concepts and applications for three unique package design and branding projects.

### **Adjunct Professor**

*Maryland Institute College of Art*

APR 2010-MAY 2010 / BALTIMORE, MD

FLEX STUDIO — *Required junior level course for Graphic Design majors.* Art directed, critiqued, and introduced environmental graphic design to 6 students, who developed identities and brand application concepts (print, signage, packaging, and an application of their choice) for a "new" food/retail space. Challenged them to approach the job as if they were my employees.

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## JUST FOR FUN

Karaoke bars are my happy place.

In June, I saw 9 Broadway shows.

I can dance salsa. A graphic designer taught me.

When I was in Japan in March, I made fake food.

I believe Korean fried chicken is EVERYTHING.

My nickname is Gelo.

