

# angelo alcasabas

## PROFESSIONAL EXPERIENCE

*G'day! I know reading  
résumés is a chore,  
but no worries...I will  
keep you moving.*



### The Mixx

*Senior Art Director*

DEC 2015–JULY 2020 / NEW YORK, NY

- » Led creative and art direction for major ad campaigns for *H&M* and *Mercedes-Benz*, and art directed projects for *Absolut Vodka* and *Proximo Spirits*
- » Co-art directed the new *Lion King of Broadway* ads, which include a TV commercial, OOH ads, digital ads, and print.
- » Mentored younger staff, managed freelancers and worked closely with marketing team, strategists, accounts and production teams on pitches, campaign development, and shoots.

### Cake / Havas Media

*Art Director & Design Lead*

OCT 2013–DEC 2015 / NEW YORK, NY

- » Established the social content art direction and playbooks for all our clients.
- » Oversaw a team of designers and content creators to develop and produce social (paid & organic) and digital content for *Volvo*, *Keurig*, *Birds Eye Vegetables*, *Wishbone*, *Vlasic Pickles*, *Shiseido*, *Sephora*, and the *United Nations*.
- » Led art direction for an outdoor experience for *Sephora + Pantone Universe* that celebrated the Color of the Year.

### Pop2Life

*Lead Experiential Designer +*

*Creative Project Manager (Freelance)*

MAY 2013–JUL 2013 / NEW YORK, NY

- » Led the design of a 4,400 sq. foot Comic-Con fan experience for the movie, *Ender's Game*, in San Diego, CA.
- » Collaborated with and managed a team of designers, set decorators, lighting experts, and installers, to produce the exhibit within a short period.
- » Oversaw set design, costume and prop displays, lit displays, wall graphics, and interior/exterior signage.

*Halfway there!  
I believe in you.*



### Tomorrow Partners

*Freelance Designer*

JUN 2012–AUG 2012 / BERKELEY, CA

- » Designed unique and sustainable packaging solutions for *The North Face* and *Williams Sonoma* under the creative direction of Gaby Brink.

### Post Typography

*Freelance Designer*

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 editorial illustrations for their clients, such as *The New York Times*, *Real Simple Magazine*, and *Charm City Cakes*.

### Chronicle Books

*Freelance Designer*

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

- » Partnered 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.

### Ashton Design

*Designer*

JUL 2005–SEP 2011 / BALTIMORE, MD

- » Led and project managed print and environmental graphic design projects for *Audi*, *Boston Red Sox*, *Johns Hopkins University*, and *Under Armour*.
- » Designed a wayfinding system for the City of Lancaster, PA, which included a vehicular and pedestrian signage system for the entire city, and a unified signage system for five different public parking garages.

### Rutka Weadock Design

*Junior Designer*

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*.

---

## SKILLS

- » Adobe Creative Suite
- » CAD-Tools
- » Environmental Graphic Design & Production
- » Installation Management for Exhibits and Signage
- » Keynote
- » Microsoft Office
- » Photo Retouching
- » Photo/Video Art Direction
- » PowerPoint
- » Print Mechanical Production
- » Project & Production Management
- » SketchUp
- » Storyboarding (Videos, Animations & Digital Ads)
- » Video Editing
- » WordPress

---

## EDUCATION

### Maryland Institute College Of Art

*BFA in Graphic Design*

AUG 2000–MAY 2004 / BALTIMORE, MD / USA

- » Summa Cum Laude with an Accumulative GPA of 3.935

---

## 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

---

## OTHER TALENTS

- » Singing showtunes
- » Dancing salsa
- » Knowing European royal history
- » Creating the best smash burgers
- » Eating large quantities of ice cream

---

## 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 Baccalaureate Program. Projects include print, web, environmental graphic design, packaging, and apparel.

### Adjunct Professor

*Towson University*

JAN 2011–MAY 2011 / TOWSON, MD

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

### Adjunct Professor

*Maryland Institute College of Art*

APR 2010–MAY 2010 / BALTIMORE, MD

- » FLEX STUDIO – 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. This is a junior-level course for Graphic Design majors.

