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.

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

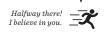
JUL 2005-SEP 2011 / BALTIMORE, MD

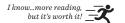
- » Led and project managed print and environmental graphic design projects for Audi, Boston Red Sox, Johns Hopkins University, and Under Armour.
- » Designed a wayfinding system for the City of Lancaster, PA, which included a vehicular and pedestrian signage system for the entire city, and a unified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

 ${\it Maryland\ Institute\ College\ of\ Art}$ { {\it 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 seniorlevel 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.

