

angelo alcasabas

PROFESSIONAL EXPERIENCE

Hunt + Hawk

Design Director

SEP 2021–PRESENT / BRISBANE, QLD

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



- » Led the comprehensive rebrand of Hunt + Hawk, elevating the agency's market position and driving stronger brand visibility and engagement across digital, social, and video platforms.
- » Directed the creation of strategy-driven, visually impactful brand identities—from new launches to rebrands—for clients across hospitality, SaaS, and financial services. Key projects include *Performance 7*, *Focus Dental*, *WV Tech*, *Nova Tech*, *Dorsia*, and *Cory Fights Back*.
- » Built and guided a high-performing multidisciplinary team, delivering bold, cohesive creative across branding, web, campaigns, video, and sales enablement—setting up marketing teams for success and consistently exceeding client expectations.

R6 Digital

Senior Brand Designer

DEC 2020–SEP 2021 / BRISBANE, QLD

- » Led the rebrand for *Fort Knox Storage*, including an updated visual system, new video and photo content, and new messaging.
- » Created the concept and managed the photoshoot for new video and photo content for *Kallibr*, a training center for tradies in Sydney and Brisbane.
- » Designing the UI for a variety of responsive websites. Clients include cafes, childcare, and robotics.

The Mixx

Senior Art Director

DEC 2015–JULY 2020 / NEW YORK, NY

- » Led creative and art direction for major ad Pride campaigns for *H&M* and *Mercedes-Benz*, and art directed projects for *Deloitte*, *Proximo Spirits*, and *One World Observatory*.
- » 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.

*Halfway there!
I believe in you.*



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 and 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 and managed the interior displays of a 4,400 sq. foot Comic-Con fan experience for the movie, *Ender's Game*, in San Diego, CA.

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
- » Digital Ad Design for HTML5
- » EDM
- » Environmental Graphic Design and Production Management
- » Figma
- » Google Office
- » Installation Management for Exhibits and Signage
- » Interactive PDFs
- » Keynote
- » Microsoft Office (Powerpoint, Excel, Word)
- » Photo Retouching
- » Photo/Video Art Direction and Planning
- » Print Mechanical Production
- » Project and Production Management
- » Sketch
- » Storyboarding (Videos, Animations and Digital Ads)
- » UI Design
- » Video Planning and Editing
- » Web Design (Responsive: Desktop, Mobile, and Tablet)
- » WordPress

AWARDS

2026 Australian Good Design Awards

Digital Design, Web Design and Development
DESIGN DIRECTOR

Type Director's Club 26

2005 MICA Undergraduate Prospectus
DESIGNER

Print Magazine Regional Design Annual

2005 - Fire 8 Student Poetry Journal (MICA)
ART DIRECTOR

*I know...more reading,
but it's worth it!*



*You did it!
You're awesome.
Now, get in touch :)*



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.

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

OTHER TALENTS

- » Singing showtunes and karaoke
- » Cooking hundreds of spring rolls
- » Adapting recipes found on TikTok
- » Finding good restaurants
- » Being a dancing partner
- » Knowing European royal history trivia