

Alexander Hall

graphic designer



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a. Pemberville, OH

Experience

Senior Art Director
RP Marketing 2010 – Present

For nearly the past 10 years I've worked in a marketing agency to deliver on-time, on-budget, smart creative. Whether it's branding, web or campaigns, I collaborate with team members and creative directors to ensure that the design is on-brand and on-strategy. From concept sketches, client presentations, all the way to on-site trade show booth setup, I do what it takes to earn the respect of my colleagues and build relationships with our clients.

ROLES

Concepting	Campaigns
Presentation	Tradeshaw setup
Design/layout	Ui/Ux
Art Direction	Web updates (Wordpress)
Vendor Direction	BETA tester (new tech)
Production	Server Organization

Self Employed Business Owner
Athirteen Leather 2015 – Present

In a few short years I have turned a hobby of a few orders and family gifts into a part-time side hustle. Leathercraft is my release to my fine arts background focusing on the physics and purpose. I enjoy meeting new people and the collaboration it takes to fulfill their vision order. A lot like design, listening is key when a client comes to me with a request.

Bio

Let's cut to the chase...
I love problem solving.

Start with the "why" and go from there. It's not about pretty. It needs to be smart, communicate, then be pretty. Looking back helps as a guide moving forward. If you listen, clients often tell you the solution without knowing it. And never settle, it can always be done better.

Strengths

LEARNER - Excited with every opportunity to learn, grow and improve

ACHIEVER - Possess high stamina for working hard and gain a satisfaction from being productive

CONTEXT- I understand the present by researching the past

RESTORATIVE - Always looking for continuous improvement opportunities

ADAPTABILITY - Easy going and flexible to what is asked of me

Education

Bowling Green University 2004–2008
Bachelor of Fine Arts: Concentration in Graphic Design

Skills

InDesign	<div style="width: 90%;"></div>
Photoshop	<div style="width: 85%;"></div>
Illustrator	<div style="width: 80%;"></div>
Powerpoint	<div style="width: 85%;"></div>
html/CSS	<div style="width: 60%;"></div>
Wordpress	<div style="width: 75%;"></div>
Aftereffects	<div style="width: 65%;"></div>
Animate	<div style="width: 55%;"></div>