

ALEXANDER TAFLA

GRAPHIC DESIGN/ART DIRECTION

EXPERIENCE /

UBISOFT ENTERTAINMENT - Freelance Designer San Francisco, California - February 2012 - Current

- Design engaging marketing graphics for AAA game titles such as Watch Dogs, Assassin's Creed, Just Dance, The Crew, Tom Clancy's Splinter Cell, Far Cry, Rocksmith, South Park: The Stick of Truth, Just Dance Kids 2014, and many others.
- Design game key art and cover art, logos, package design, concept and pitch art, social media graphics, E3 and PAX conference graphics.
- Key art, style guide, and asset design for Just Dance 2015.
- Retail graphics for Amazon, Walmart, GameStop, and Target.

NEOPETS.COM - Graphic Designer Glendale, California - 2001-2003

- Design game cover art/graphics, packaging, hang tags, board games, and trading card game graphics. Products licensed to companies including Sony, Mattel, Wizards of the Coast, Beckett Media, and Hasbro.
- Design and maintain Neopets product style guide. Including Neopets.com corporate identity, backgrounds, illustrations, typographic treatments, and theme development.
- Graphic designer for on and offline advertisements, DVD packaging, sales kits, and corporate presentations.

LEO BURNETT - Design Intern Chicago, Illinois - 1999

EDELMAN WORLDWIDE - Design Intern Chicago, Illinois - 1998

EDUCATION /

BACHELORS OF FINE ART The School of the Art Institute of Chicago Major: Visual Communications - 1995-1999

SOFTWARE AND SKILLS /

- Adobe Creative Suite 6: Photoshop, Illustrator, InDesign, and Lightroom. Working and editing ability with Adobe Dreamweaver, Flash, HTML, and CSS
- Microsoft Office: Word, Powerpoint, and Excel
- Branding, entertainment, and promotion design. Art direction, corporate communications, and retail graphics

WEST COAST NOVELTY - Art Director Alameda, California - 2003-2011

- Manage in-house design team for one of the countries largest producers of Pro Sport and Pop Culture merchandise.
- Sales Catalogs: Art direction, design, and production
 - Develop visual direction and theme
 - Layout design
 - Direct photoshoots (outdoors and in-studio)
 - Color correction, photo composites, pre-flighting, color proofs, and press checks
 - Source vendors, photographers, and models
- Design licensed product for the NFL, MLB, NBA, NHL, NCAA, Reebok, and '47 Brand. Including Super Bowl, World Series, Stanley Cup, and College Championships.

VSA PARTNERS - Graphic Designer Chicago, Illinois - 1999-2001

- Design and art direct corporate communications, annual reports, and catalogs for Fortune 500 companies. Accounts included Brunswick Billiards, Iomega, Steelcase, Interface, Harley-Davidson, and IBM.
- Graphic designer for retail showrooms in The Chicago Merchandise Mart for Steelcase, trade show exhibitions for Mead Paper, and graphics, signage, and way finding for Voice: AIGA National Design Conference.
- Experience art directing extensive photoshoots for Steelcase, Iomega, and March First. Art direction for printers, color proofs, vendors, and press checks.

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