

# Alex Ward <sup>AD</sup> Art Director

## Contact

Alex Ward  
Art Director

Richmond, VA  
itsalexward.com  
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804-356-6275

## Education

VCU Brandcenter  
Master of Science (M.S.)  
Business/Branding  
Art Direction

↳ 2023-2025

Virginia Tech  
Bachelor of Science (B.S.)  
Industrial Design

↳ 2018-2022

## Experience

Art Direction Intern  
Dentsu Creative

Ideated with creative directors to pitch campaign platforms for major brands like Reese's, OREO, and Lowe's. Wrote scripts and created storyboards for product launch spots, and fleshed out campaigns ideas with social engagement and real world activations.

↳ Summer 2024

Design Intern  
Veracity Consulting Group

Collaborated with designers and creative directors within the Brand-Experience practice to unify the new Veracity brand identity. Organized brand assets and constructed responsive website mockups in Figma for in-house and client projects.

↳ Summer 2023

Experience Design Intern  
Concentrix

Consulted for major companies, such as Skechers and Daimler. Conducted customer insight interviews and synthesized data to create ideal journey flows based on consumer feedback.

↳ Summer 2021

## Skills

Adobe Creative Suite  
Cinematography  
Camera Operation  
Post-Production  
Graphic & Brand Design  
Motion & Animation  
Procreate  
Storyboarding  
Figma  
DAWs

## Awards & Honors

D&AD New Blood Black Pencil 2024  
D&AD New Blood Yellow Pencil 2024  
Communication Arts Advertising Annual Short List 2024  
Communication Arts Design Shortlist 2024  
Young Ones ADC Shortlist 2024  
Young Ones ADC Shortlist 2024

## Passions

Being a plant-dad to an ever-growing family of spiky cacti and assorted vegetation.

Keeping a list of my favorite cinematic movie shots that no one else pays attention to.

Attempting to explain the creative advantages of synesthesia.