

Alex Ward^{AD} 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 generate 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 & Recognition

LIA Creative Liaisons Mentee 2025
Young Ones One Show 2025 // Finalist
Young Ones ADC 2025 // Shortlist
Breaking & Entering Crowbar Awards 2025 // Best in Show
Richmond Ad Show 2025 // Wins
Black Pencil // D&AD New Blood 2024
Yellow Pencil // D&AD New Blood 2024
Communication Arts Advertising Annual 2024 // Shortlist
Communication Arts Design 2024 // Shortlist
Young Ones ADC 2024 // Shortlists

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 don't get enough love.

Attempting to explain the creative advantages of synesthesia.