

Contact

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Alex Ward

Education

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

↳ 08/23 - E.G.D. 05/25

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

↳ 08/18 - 05/22

Art Director

Experience

Design Intern
Veracity Consulting
Group, LLC

Collaborated with designers and creative directors within the Brand-Experience practice to sharpen and unify the new Veracity brand identity. Organized brand assets and developed website mockups across both in-house and client projects.

↳ 06/23 - 08/23

Graphic Designer
EOE Gaming Community

Volunteered as primary graphic designer for online gaming community of over 100 members. Collaborated with owner to develop branding by designing motion graphics, producing 30+ posters for gaming events, and crafting brand-centered merchandise.

↳ 11/20 - 08/23

Experience Design Intern
Concentrix
(Formerly PK Global)

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.

↳ 07/21 - 09/21

& Designer

Skills

Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Adobe Fresco
Adobe Premiere Pro

Camera & Production
Final Cut Pro X
DAWs
Figma

Storyboarding
Sketching
Design Thinking
Microsoft Office

Loves

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

Analyzing Roger Deakins' ominously observational cinematography.

Attempting to explain the creative advantages of synesthesia.