

Contact

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# Alex Ward

Education

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

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

↳ 08/23 - E.G.D. 05/25

↳ 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.