

Hello:

I enjoy being a creative think tank.*

Gazing up towards the enormous sky, dabbling in india inks, singing at the top of my lungs, playing self-taught guitar, taking instagram snapshots, bobbing about in the Pacific, collaborating with fellow creatives, ping pong concepting, generating a vision, using deadlines as jet fuel - all while relishing in the wonderments of this craft called visual communication.

So, let's do amazing work, let's inspire & involve people, let's grow an environment that promotes giving back to society and the planet that we all inhabit. I believe this all can be achieved and give 100+ percent to make it happen. Each project may be different, each approach, and each client, but the commonality...it's all about connecting on some level. Total gestalt.

Thank you for your time. I greatly look forward to hearing from you.

Alexis Campanis

*** Expertise**

*Branding
Concept Strategy
Seasonal Campaign Design
Retail / Ecommerce Experience
Typography
Color Theory
Design Layout
Print / Digital Design
Multimedia Direction
Production / Retouching
Photography (Nikon D5100)
Product Photography
Project Management
Illustration / Collage*

*** Adobe Creative Suite (CS6)**

*Photoshop
Illustrator
InDesign
Keynote
Acrobat*

*** Personal Tidbits**

*Teaching Background
Design Convention Enthusiast
Lover of Letterpress
Occasional Stylist
Lynda.com Fanatic
AIGA Member
Good Attitude Designer*

★ **Education**

Bachelor of Arts Degree / Honors. Graphic Design

*Pennsylvania State University
1999 - 2003*

★ **Creative Experience**

Independent Creative Director / Consultant / Graphic Designer

November 2006 - Present

Develop relationships, manage projects, and design for a wide range of compelling clients. A strong focus in brand and campaign development in both the print and digital realm. Utilize dynamic copywriting, essential color palettes, and the appropriate use of typography. Collaborate with clients and capture their vision resulting in overall success of the creative process and deliverables.

Senior Designer

*The Walt Disney Company, Disney Store NA Headquarters / Pasadena. CA
May 2012 - June 2013*

Responsible for conceiving and designing both print and online campaigns, including typography, multimedia, visual concept, logo and icon design for in-store and e-commerce use. Successful campaign development of Halloween 2012, Holiday 2013, Back to School 2013 and more. Partner with e-commerce, in-store, and marketing departments. Collaborate directly with Design Manager.

Contract Designer

*Lime Twig Creative Group / Pasadena. CA
January 2012 - Present*

Research, concept, and design of marketing materials for universities and academic institutions in the U.S., including USC Keck Medical and Embry Riddle Aeronautical University...Niche focus on editorial and print design. Responsible for initial campaign visual concepts and directions. Expert use of typography and organizing informational content. Collaborate directly with Creative Director.

Creative Director

*Sanita Footwear Global, NA Division. Temecula. CA / Herning. Denmark
September 2009 - August 2011*

Lead brand and marketing design for North American division. Projects included: retail, POP, POS, trade show, product photography, e-commerce/web, seasonal campaign development and any and all collateral related to seasonal trend or product feature release. Speaker at annual international marketing and sales meetings in Denmark and the U.S. Collaborating with the North American Marketing Director, President and sales team on U.S. objectives and design/marketing solutions. Hire and manage outside vendors such as printers, photographers, retouchers, and programmers.

Adjunct Professor

*Platt College. San Diego School of Design / San Diego. CA
August 2008 - November 2010*

Develop curriculum and project plan for Conceptual Design Theory and Fundamentals of Graphic Design class. Instruction included: daily four hour lectures, in-class demonstrations and critiques, project refinements and overall development for emerging designers. Direct and manage assignments of teaching assistant.

Junior Designer

*Lewis Communications / Birmingham. AL
March 2006 - April 2007*

Art Director / Designer

*BIG Communications / Birmingham. AL
September 2003 - October 2005*

★ **Expertise**

*Branding
Concept Strategy
Seasonal Campaign Design
Retail / Ecommerce Experience
Typography
Color Theory
Design Layout
Print / Digital Design
Multimedia Direction
Production / Retouching
Photography (Nikon D5100)
Product Photography
Project Management
Illustration / Collage*

★ **Adobe Creative Suite (CS6)**

*Photoshop
Illustrator
InDesign
Keynote
Acrobat*

★ **Lovely Select Clients**

*Disney Store NA Headquarters
Mattel
Mental_Floss Magazine
Hilton Hotel
La Valencia Hotel
Sanita Danish Footwear Global
Fashionphile.com
Wilderness Society
Tennessee Aquarium
Alabama Ballet
Alabama Symphony Orchestra
Erdreich Architecture
Aeries Development
Norton's Florist
Hot House Floral Design
Iron Tribe Cross Fit
Birmingham Weekly City Paper
Cantina Restaurant
Sidewalk Film Festival
Hartline Roberts Financial
Salon U
Skybucket Records
Triple Crown Records*