Alex Valich

creative direction

Professional Experience:

Multifaceted art director with more than 15 years of experience in creation and implementation of successful visual branding campaigns. Effective team leader with strong knowledge in developing and managing projects in a creative environment. Innate ability to conceptualize and deliver creative assets that embody the DNA of the brand. Creative projects consistently stay within budget and show growing quantifiable results. Experience with luxury and fashion brands and high end product design within the consumer marketplace.

Skills:

Expert knowledge of all of the Adobe Creative Suite (CS6), Aperture and Microsoft Office applications and their uses in a production environment. Extensive knowledge in project workflow environments such as Assembla. In depth knowledge of all current web technologies and their advantages as well as limitations including full hands on knowledge of HTML, XHTML, PHP & CSS. Worked on design for mobile IOS as well as iPad solutions. Experience with on-site photography and video art directing with experience in multiple lighting and composition solutions. Hands on experience with still-life photography of numerous object types and materials. Strong knowledge of design and production processes for print production. Long running reputation for recruiting and fostering new design talent. Excellent written and oral communication skills with in house employees and outside vendors. Experience in developing production teams and management of up to 13 employees over multi facetted disciplines and job duties.

Client List:

Over the past 15 years I have worked within many different sectors including fashion, entertainment, design, non-profit and many others. Below is a short list of some of the clients I have designed and art directed for in the past.

Calvin Klein Cosmetics
Catherine Malandrino
TeenBeauty.com
Boym Partners
redstr/collective
Pleasant Ridge Organic Farm
Fuse Magazine
Bikini.com
Figure Skating in Harlem
AOL
Mobile Media Summit
Fab.com
Christian Lacroix Jewelry
Halston
I Street Labs
The Future Perfect
Chocolate Bar NYC
Raydoor
SnapOn Tools
Boy Racer Inc
WaterAid of America
Bespoke : An MSL Group Specialty
Mobile Media Xchange
The Fashion Center BID
Shiseido
Vitra
Areaware
theglobe.com
Nelson Levin Entertainment
Charged.com
Stoked Mentoring
InkedUp
TMZ.com
Urban Glass

Design Tasks:

Logo design, corporate identity, web design, catalog design, email template design, advertising design, promotional materials & tradeshow booth design

Overview:

Raydoor Inc had approached me in 2003 to re-brand their sliding door and wall company. The main objective was to give them a strong identity that worked with the visual language their clients, interior designers and architects, were familiar with on a day to day basis. I started with their logo and worked my way up over the years to bring their company branded vision into one solid and cohesive entity.

RAYDOOR™

Sliding Walls & Doors

Logo Design

RAYDOOR™

Sliding Walls & Doors

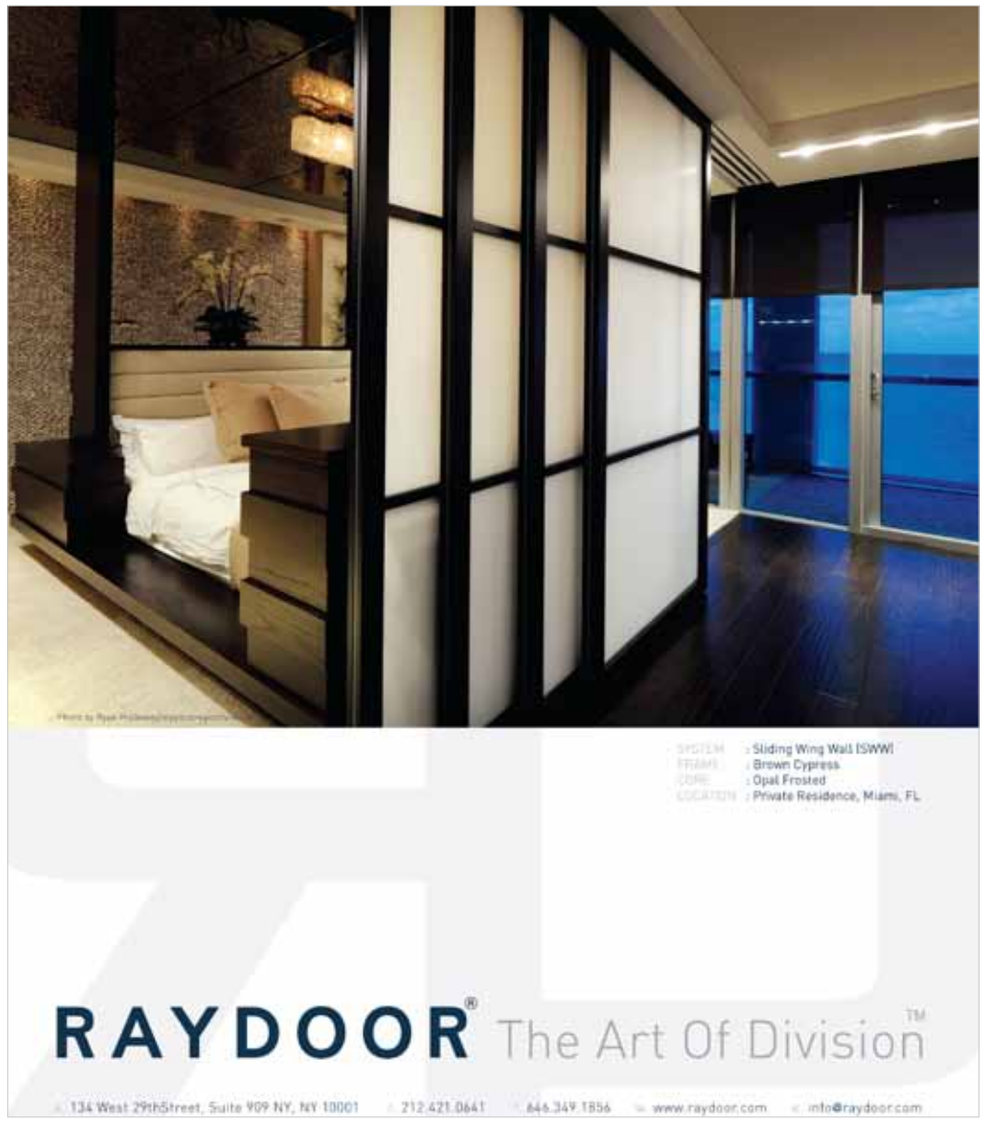
Luke Siegel

134 West 29th Street, Suite 909 NY, NY 10001
tel: 212.421.0641 fax: 646.349.1856
email: info@raydoor.com w: www.raydoor.com

Business Card Design

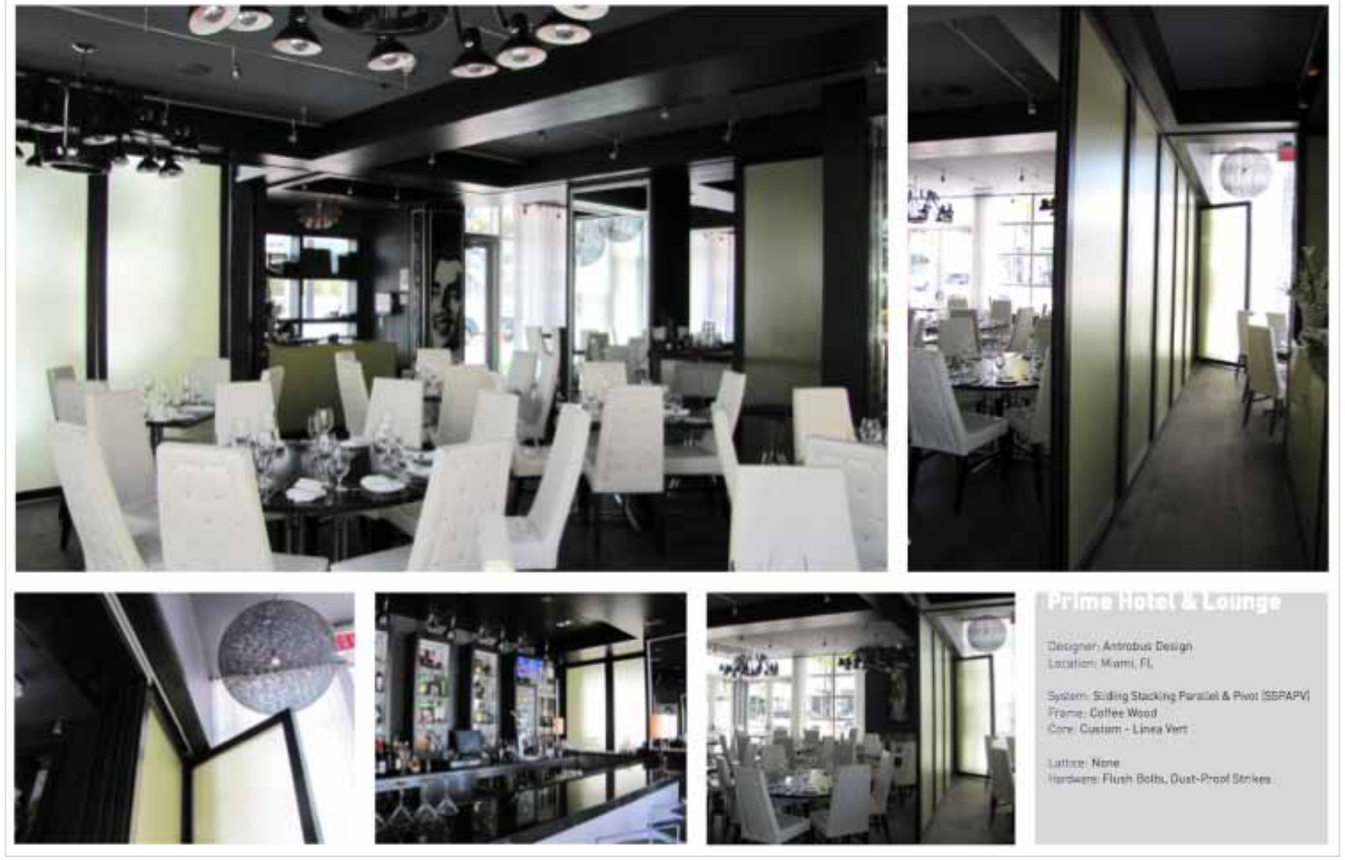


Tradeshow Booth Design



Advertising Campaign







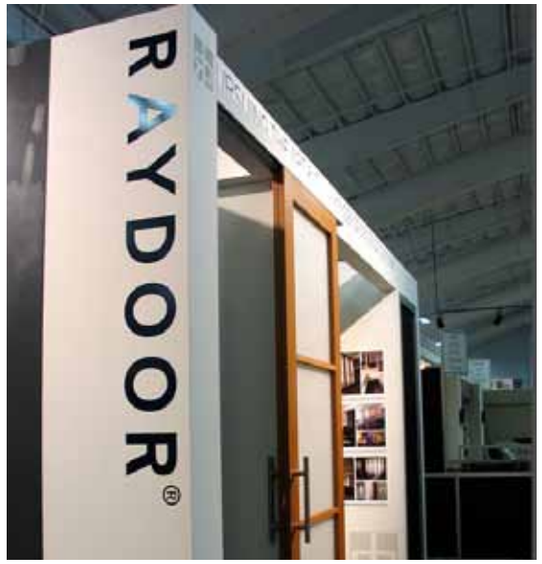


Systems Catalog









Tradeshow Booth Design

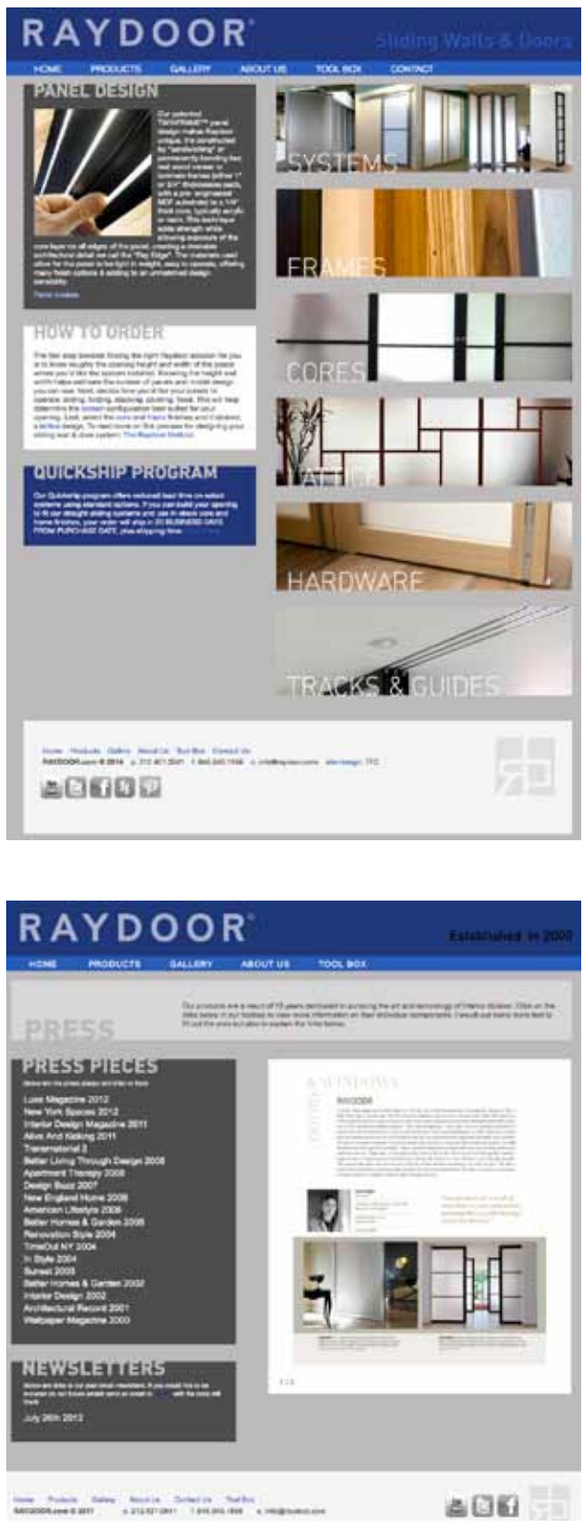




Hardware Packaging



Raydoor.com







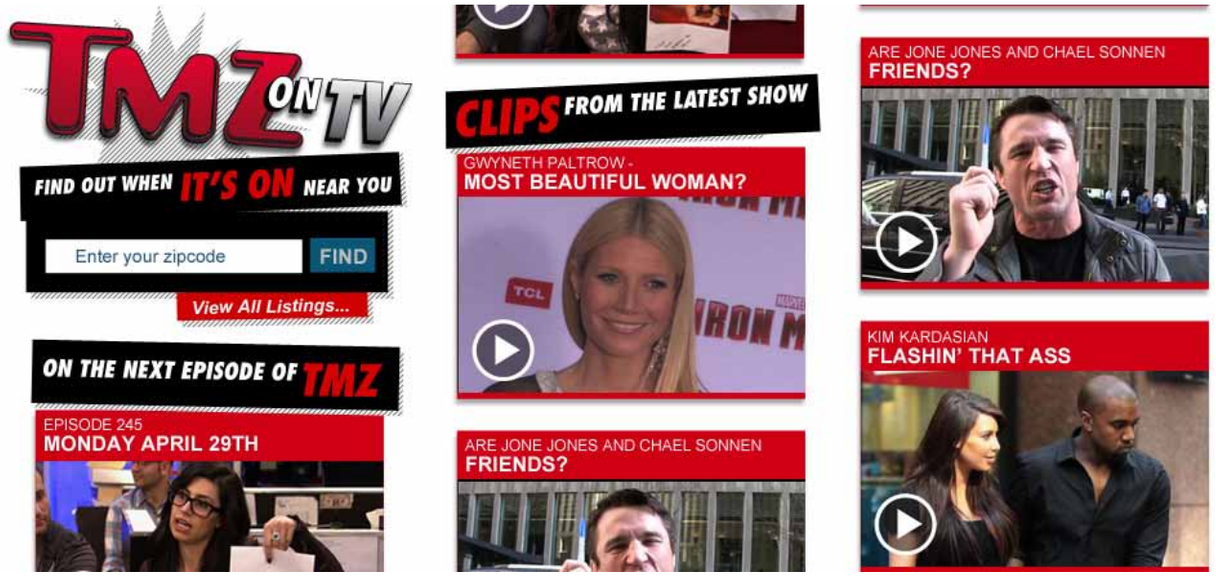
Raydoor E-Newsletter

Design Tasks:

Web design, design management, advertising concepts, branding design, print design & broadcast art direction.

Overview:

TMZ.com brought me in as their brand art director to try and get all their different properties on the same page through branding design. While working there I managed a staff of designers an UX personnel in executing print, web & broadcast design. I also guided the new style guide development and implementation. Lastly I worked with the advertsing department to come up with third party sponsorship initiatives.



TMZ on TV Branding Initiative



TMZ on TV Branding Initiative





TMZ NYC Tour mobile Site

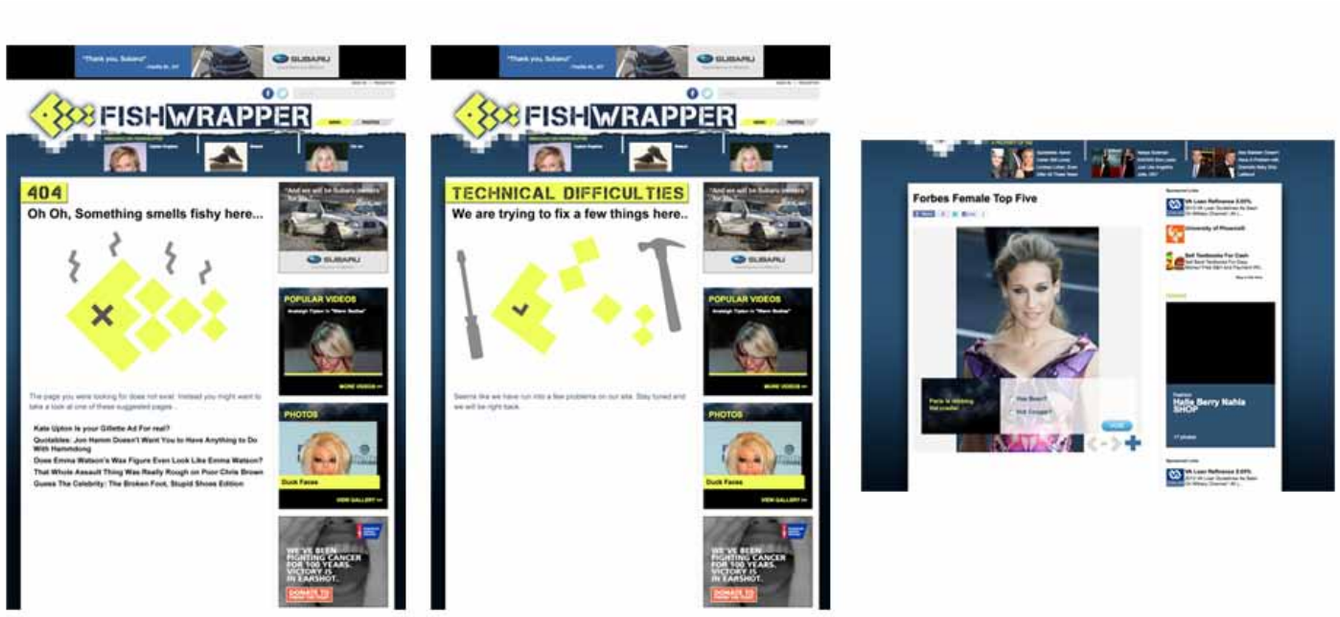


The Week's Best Stuff sub-section (directed)



SAGAS 2.0 (directed)





FishWrapper.com Branding & ETC Pages

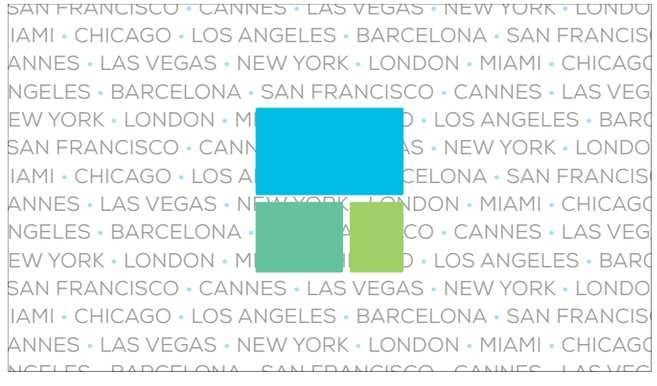
Design Tasks:

Web design, design management, advertising concepts, branding design, print design & event design.

Overview:

Mobile Media Summit is the premier mobile media industry conference series started in 2009. Being the creative director there I have been in charge of re branding the company, all of their events and marketing materials. One of the biggest undertaking I have been put in charge of is developing the new web identity and design to consolidate all their event sites into one site. I have also designed a way for Mobile Media Summit to monetize their past event videos.





Corporate ID Design (2015)



Logo Design (2015)



Web Ad Design (2015)









Sizzle Reel Creative Direction (viewable at https://www.dropbox.com/s/dkeiwfa7lyc6i54/I_AM_MOBILE_MEDIA_SUMMIT_0%20EDIT_REV_INDIE_ALT.mp4?dl=0)







New Website Design (2015)

MOBILE
MEDIA
XCHANGE

Mobile Meda Xchange logo design

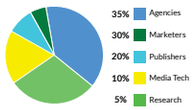
MOBILE MEDIA XCHANGE Media Kit

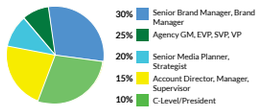
Editorial Mission

- MMX is the central hub for all things mobile; media, marketing, advertising, and technology.
- Our readership reflects the mobile, media, brand, digital and advertising influencers who are involved in mobile marketing.
- We are the source to find the latest in mobile news, trends and opinions.
- Highlighted topics include: News, Native, Programmatic, Targeting, Geolocal, Hardware, Video and Rich Media .

Audience Profile

- MMX Readership reflects a similar audience that attends the Mobile Media Summit events





Brands Reached

- MMX readership reflects an audience of mobile, media, brand, digital and advertising influencers involved in mobile marketing.

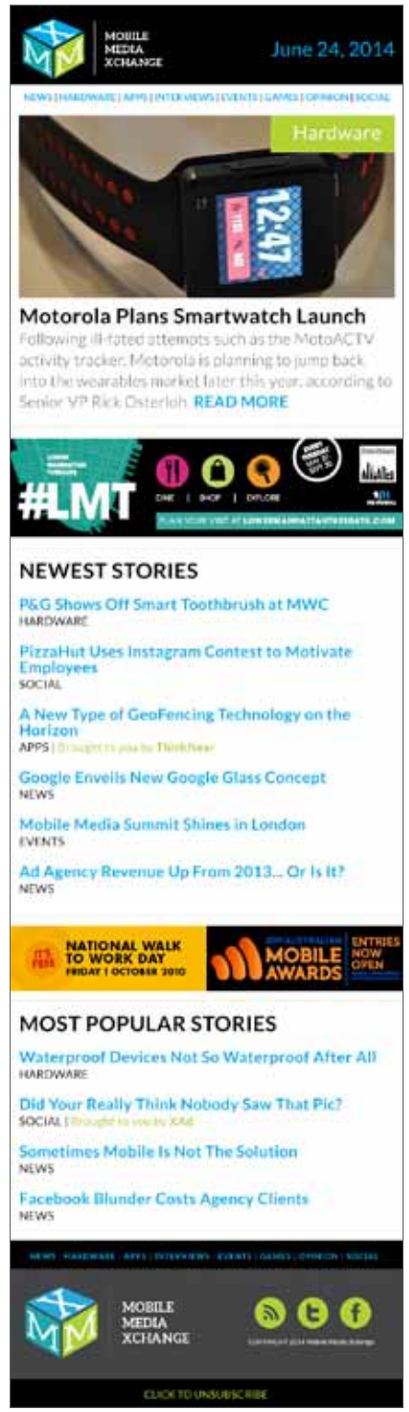
w: www.mobilemediaxchange.com e: sales@mobilemediaxchange.com

Mobile Meda Xchange media kit



Mobile Meda Xchange website





Mobile Meda Xchange email newsletter











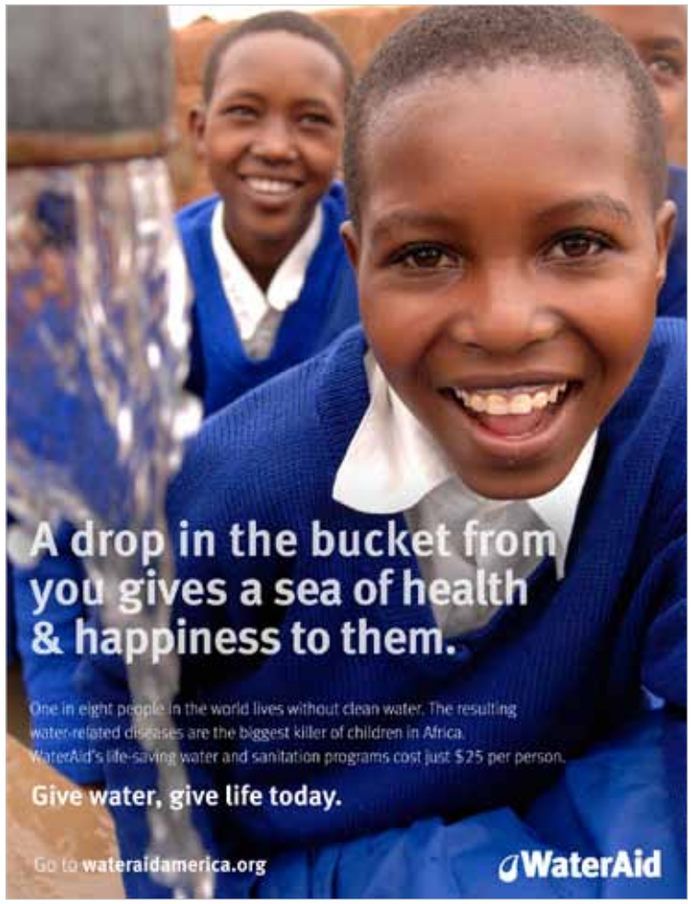
Event Design and Signage

Design Tasks:

Advertising design, promotional meterials design, tee shirt design, sticker design & template design.

Overview:

WaterAid of America had contacted me to take over their branding campaign that had been started by another agency and to push the image into other pieces needed by the organization. We started with brochures and one sheets and then continued on with other projects. I developed an advertising campaign that they are able to use for multiple outlets. I also developed many specialized promotional projects such as tee shirts, pens, stickers & racing signets. Lastly I developed a templated one sheet system that their staff can use to print out newsletters and updates to their causes.



Advertising Campaign



Tri-Fold Outside



Tri-Fold Inside

WaterAid

Water is a women's issue

Worldwide, nearly 800 million people lack access to safe water, while 2.5 billion live without adequate sanitation. The lack of these essential services has a huge impact on the lives of millions of women and girls around the world.

Walking for water
Women and girls spend hours walking for water, an exhausting task that consumes 26% of women's time in rural Africa.

Water-related diseases
The water they work so hard to collect is often dirty and contaminated with deadly diseases. Water-related diseases are the third biggest killer of children in Africa. It is usually women who undertake the bulk of care for those who are sick. And mothers feel the heartbreak acutely when another child is lost.

Lack of dignity
Women in particular feel the indignity of the lack of somewhere private to go to the bathroom. In many cultures women have to wait until it is dark to relieve themselves, causing discomfort and sometimes illness. It can also expose women to the risk of sexual harassment and animal attacks.

Trapped in poverty
Lack of clean water and toilets costs sub-Saharan Africa around 5% of its Gross Domestic Product every year. The hours spent collecting water reduce the time women can spend earning money, growing food or caring for their families.



Many women and girls spend hours each day collecting water in containers that can weigh up to 40 pounds when full – the weight of a four-year-old American child.



Zeinabu Kayisi, Malawi
"Being able to maintain the pump myself makes me feel independent and strong!"

One Sheet Front

Impact on education
Girls often miss school because they are collecting water or are sick with water-related diseases. Many teenage girls drop out altogether if there are not separate facilities for boys and girls and their hygiene needs are not met.

A total of
40 billion
working hours are lost to water collection worldwide
every year

Involving women in water and sanitation programs
WaterAid works hard to ensure women are fully involved in all stages of our water and sanitation programs, including planning, construction and decision-making. This ensures the programs meet their needs, and helps equip women with the skills and confidence they need to tackle other challenges.

Improving the status of women
WaterAid helps to elevate women's status in society by giving them positions of responsibility, such as chairing the water committees established to manage the new water supplies, or being employed as hygiene educators.

Transforming lives
Ensuring access to clean water and sanitation transforms the lives of women and girls. It gets girls back into school, women into employment, and improves their health, wellbeing, dignity and independence.

Go to **wateraidamerica.org**





Nadia, Namibia
"The water has been a big difference because the water problem almost stopped me and I was lucky that the water came so near to my home."

WaterAid

WaterAid of America (Head office)
Tel: + 1 212 683 6674 Fax: 212 683 6678 inquiries@wateraidamerica.org

WaterAid of America (Policy office)
Tel: + 1 202 728 4797

WaterAid America is a 501(c)(3) non-profit organization

One Sheet Back

Thirsty?

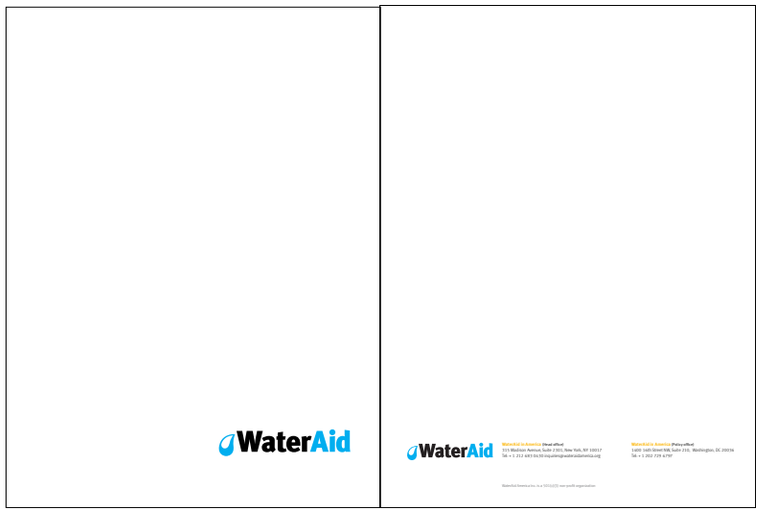


Every day 4,000 children die from water-related diseases.

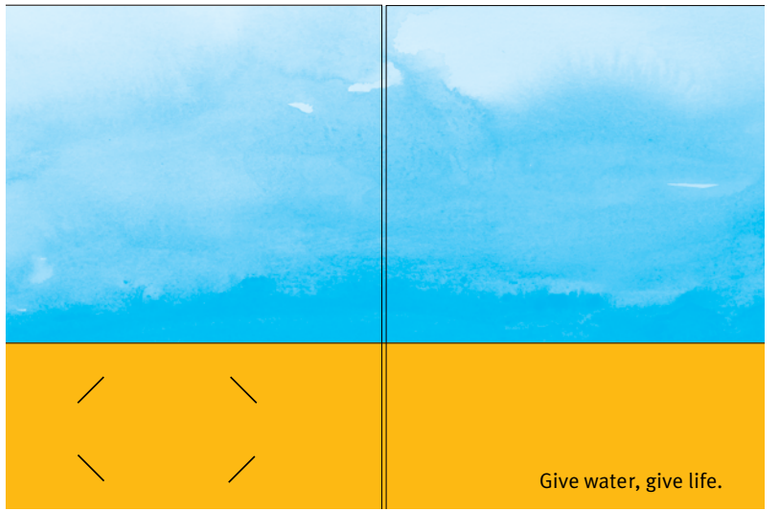
Give water, give life today.

WaterAid Go to wateraidamerica.org

Advertising Campaign



Folder Outside



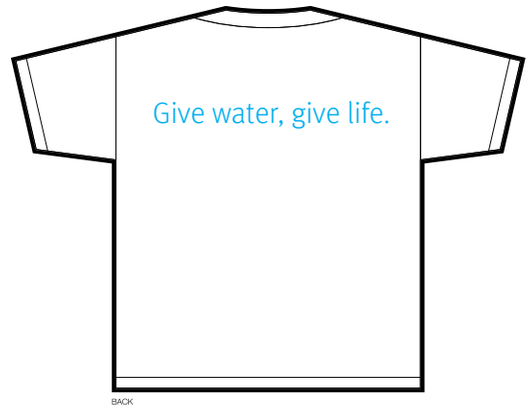
Folder Inside



Tote Bag

adults tee





childrens tee





Adult & Child Tee Shirts



Eco Pen



Foil Sticker

Design Tasks:

Identity, web design, interior design, exhibition design, product design, packaging design & self promotion design.

Overview:

As a co-founder and creative lead at redstr/collective i was in charge of the branding and imaging of the company as well as the day to day creative. redstr/collective worked on both it's own internally produced products, distributed by companies such as Areaware, as well as private client work. Such private client work included furniture design, exhibition design, design show curation & interior design.

redstr/collective

Logo Design

redstr/collective

Alex Valich
Christine Warren

www.redstrcollective.co m
redstrcollective@gmail.com
347.73 1.4870



Business Card Design

redstr/collective

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Website Design





American Dollhouse Exhibition



Costa RIca Wallpaper



Alma Fortune Tea Cups



Design Sickness Bags







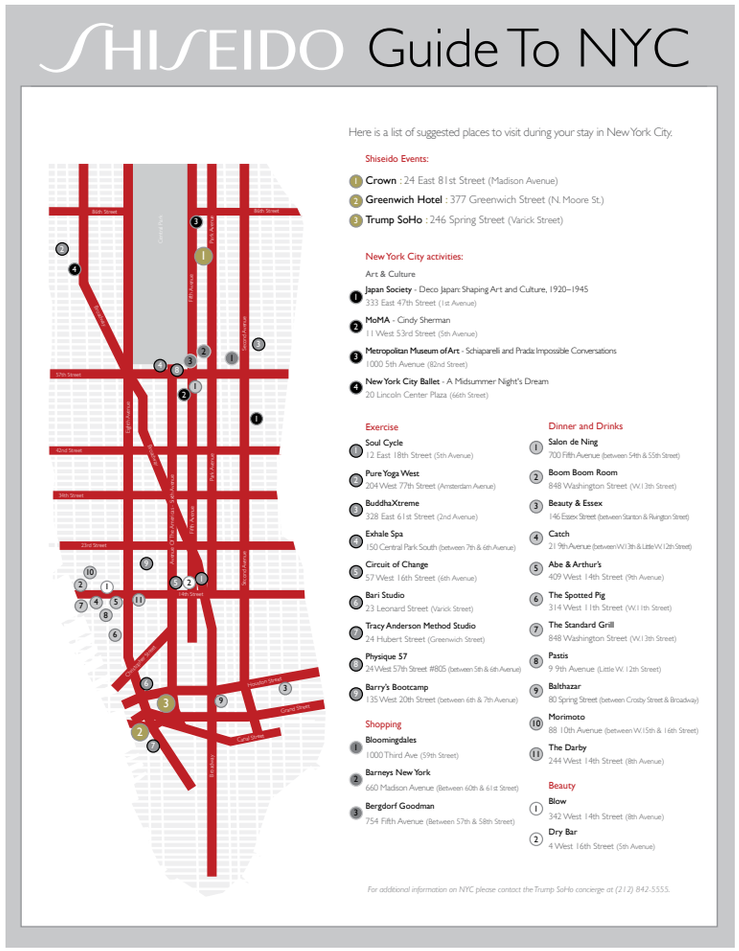
Slave Betty Teapot

Design Tasks:

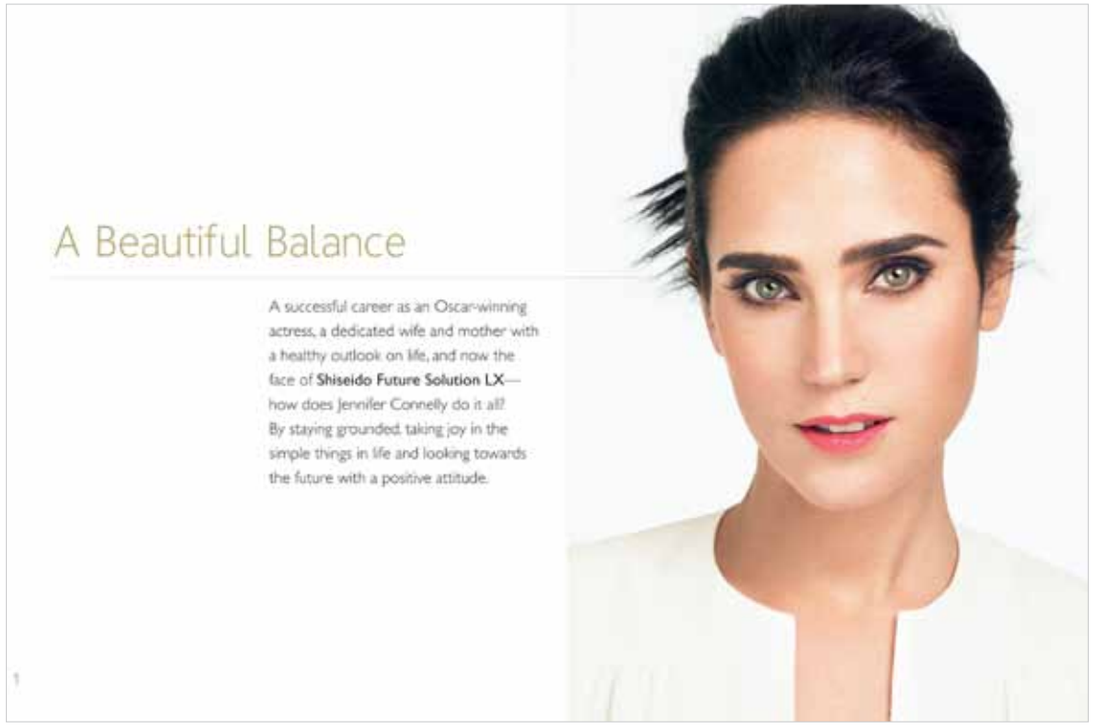
Promotional material & electronic/printable press kit design

Overview:

For Shiseido's new product release, featuring actress Jennifer Connelly, I was hired by an agency to develop and design their press event materials. These included a editors event map as well as an all inclusive electronic press kit and DVD copy.



Editors Map





Electronic Press Kit

Pickett Furniture

Design Tasks:

Web design & promotional material design

Overview:

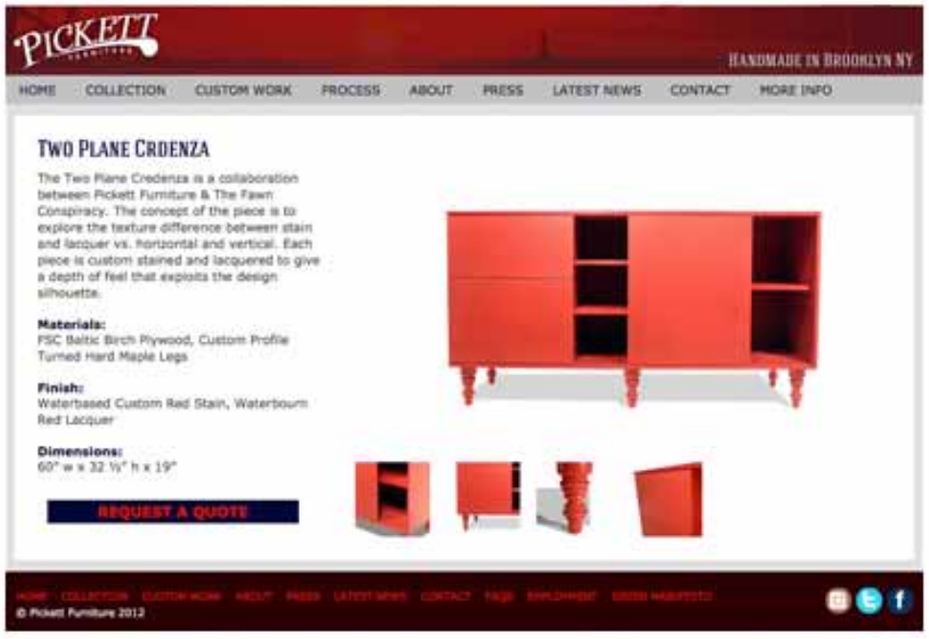
Pickett Furniture is a high end custom furniture designer in Brooklyn NY. They had come to me to re-design their current website as well as to create a new sale sheet template to send out to potential customers and clients. Keeping a simple look was key so that pickettfurniture.com could be a very smooth transition site and showcase the work effectively.





Sell Sheets





Website Design

Stoked Mentoring

Design Tasks:
Website design & invitation design.

Overview:
Stoked Mentoring had come to me to work on a few on their inner city youth initiatives. I have designed multiple identities & pieces for programs they have done including Stoked on Spring and the Surf Mentor program.



Surf Mentor Website Design



Stoked On Spring Invitation Design





Surf Mentor Invitation Design

Design Tasks:

Logo design, invitation design, give away items design, space design & event design.

Overview:

The most important day in my life also became one of my biggest design projects, my own wedding. My wife and I decided to handle all aspects of design for our wedding. She handled the event planning and I designed every single visual element that was to be seen. This included everything from the invites to the gift bags, to the event space design, to the center pieces, to the gift give aways and much more. We wanted it to be a direct reflection of Brooklyn bodega meets Ohio country store. All the typographic elements are sampled from bodega signs found around Brooklyn.



Logo Design



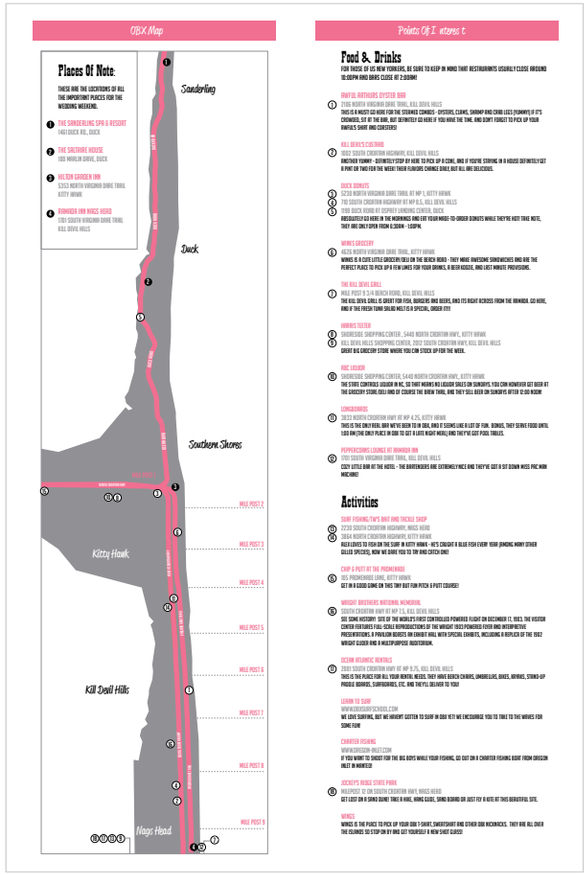
Save The Date







Wedding Invitation



Welcome Guide











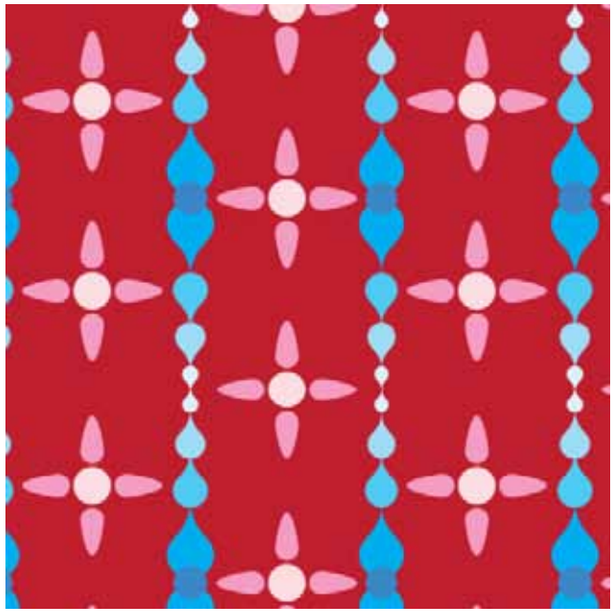


Design Tasks:

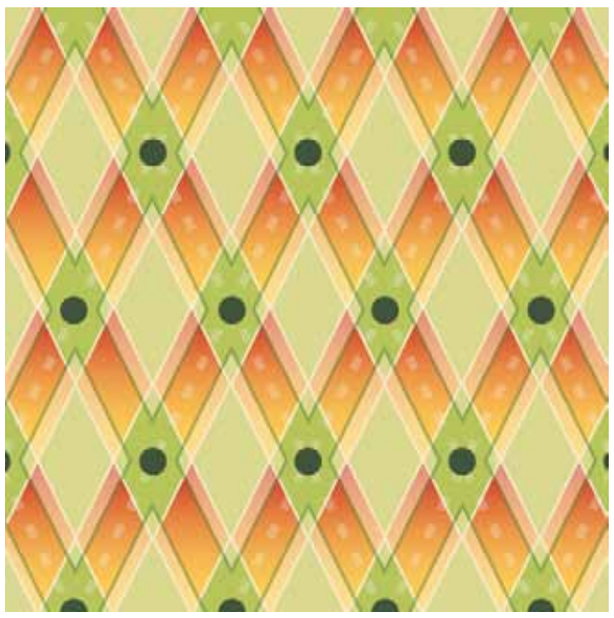
Create a self generated weekly visual design blog.

Overview:

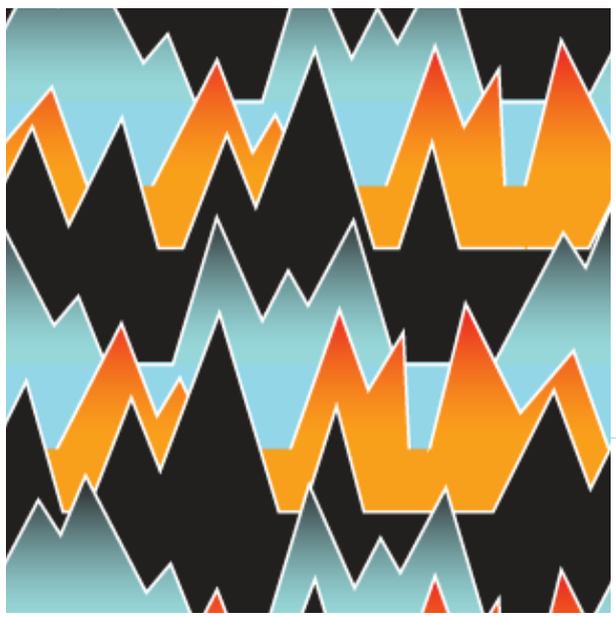
Looking to expand my day to day design exercises I looked into what would be the best way to go about a daily updated blog. My concept was to make a purely visual one. Each day I woudl spend no more than 60 minutes on a pattern concept and post it to a Tumblr account. Each pattern would be a re-flection of what happend that day. This project later on became the foundation for an apparel line produced and sold by Fab. com.

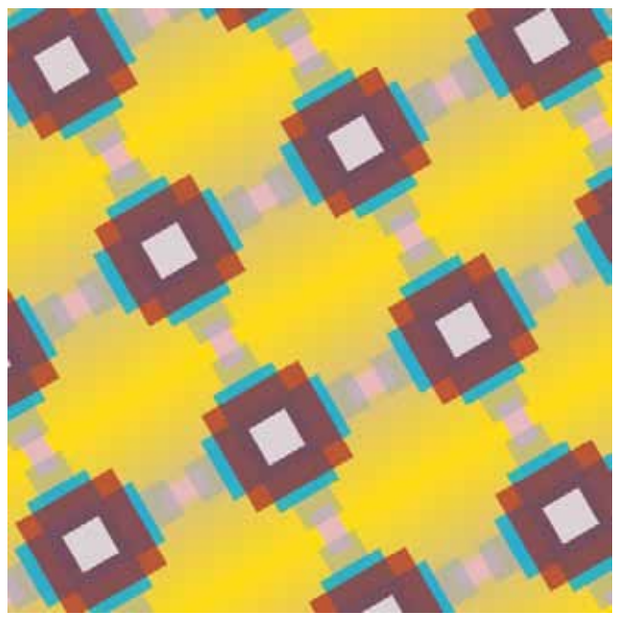


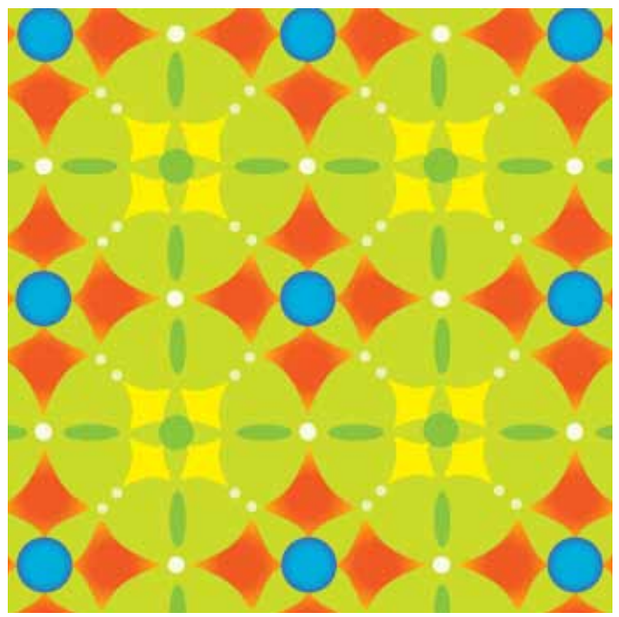


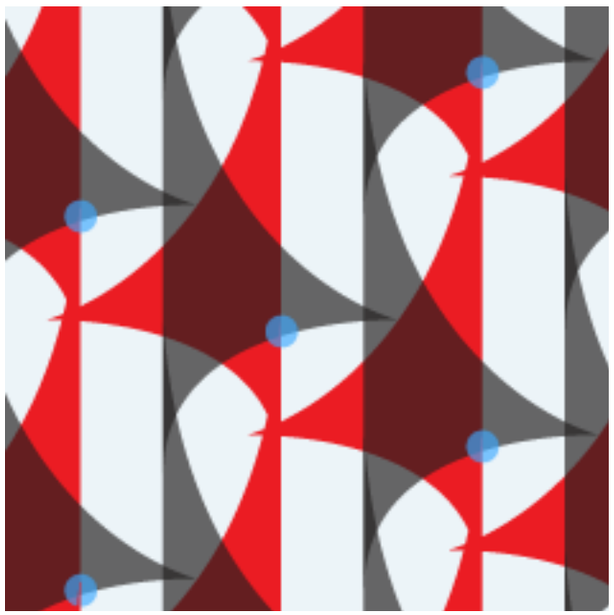


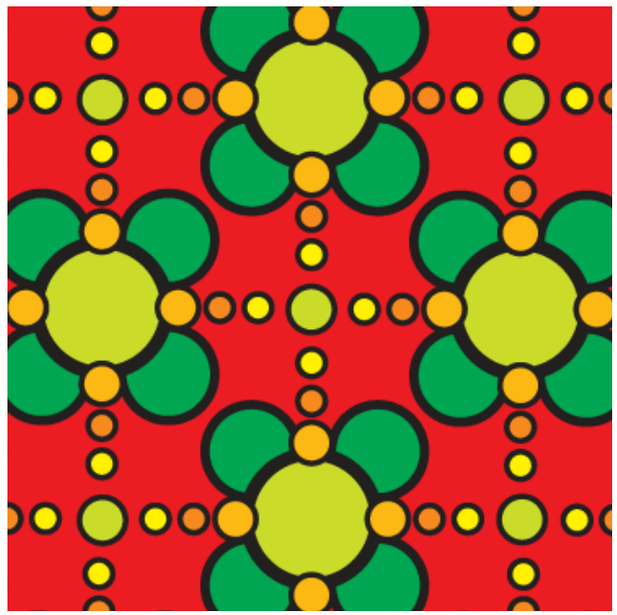












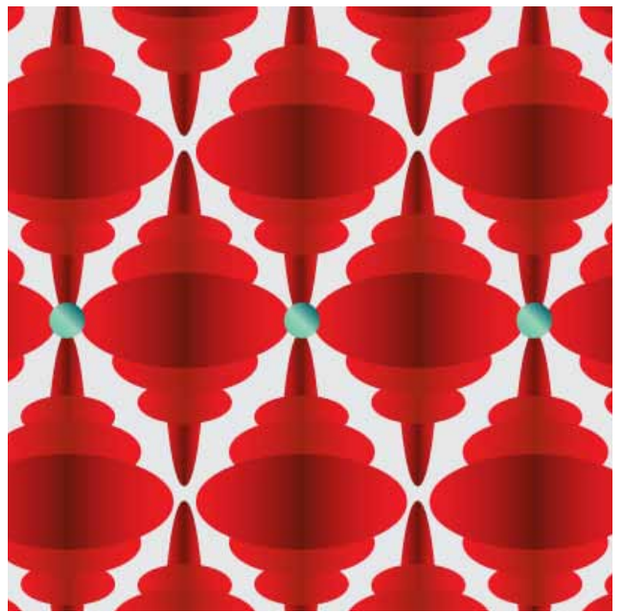
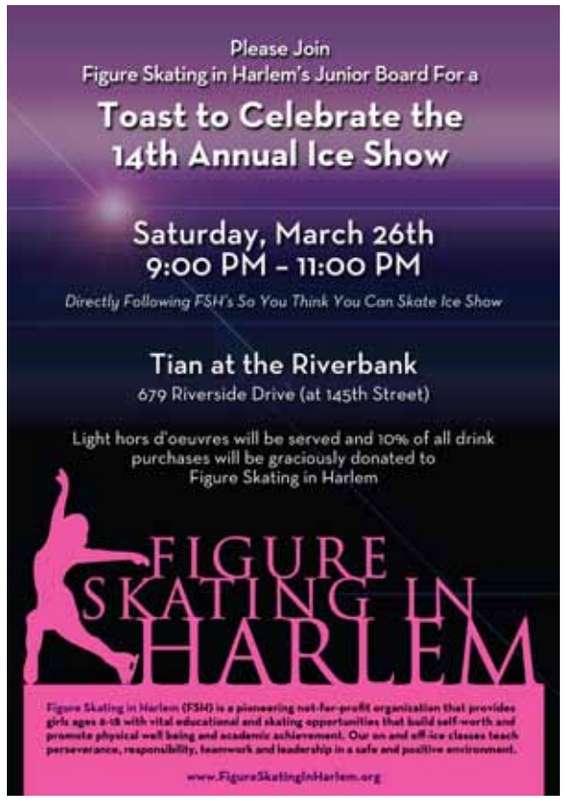


Figure Skating In Harlem

Design Tasks:
Invitation design & event element design.

Overview:
Figure Skating In Harlem in a non profit organization that empowers youth through an ice skatign program. They had hired myself to develop their event promotion idenity as well as produce many invites for their events.







Design Tasks:
Logo Design, identity, web design, bag design & promotional design.

Overview:
Pleasant Ridge Organic Farm is an organic subscription based farm from Upstate New York. They wanted to convey an old world char as well as a modern approach to how they did business. I used those two principles in establishing their identity and look for all their materials.

PLEASANT RIDGE
ORGANIC FARM
COMMUNITY & ENVIORNMENT

Logo Design

PLEASANT RIDGE
ORGANIC FARM
COMMUNITY & ENVIORNMENT

259 PLEASANT RIDGE ROAD, POUGHQUAG, N.Y.12570
E: INFO@PLEASANTRIDGEORGANICFARM.COM
W: WWW.PLEASANTRIDGEORGANICFARM.COM
T:845.724.3949 F: 845.724.3945



Tee Shirt Design



Website Landing Page

Overview:

In the past I have designed logos and identities for various types of companies. These include entertainment, technology, fine jewelry and fashion. Here are a few examples of these designs.











