

ALEXANDRA BYRD

ART
DIRECTOR

CONTACT



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www.alexandrabyrd.com
password: byrdistheword

EDUCATION

BFA ADVERTISING

SAVANNAH COLLEGE OF ART
& DESIGN (SCAD)
2010 - 2014

SKILLS

// PROFESSIONAL

CLIENT RELATIONSHIP
MANAGEMENT

CONCEPTUAL EYE

CREATIVE PROBLEM SOLVING

TIME MANAGEMENT

RELIABILITY

STRATEGIC THINKING

COMMUNICATION

CRITICAL THINKING

PROFILE

In my decade as an Art Director, I've led vibrant creative crews and orchestrated killer campaigns across diverse forms of media. When it comes to creative concepting and idea generation, I'm not just in the game; I'm rewriting the playbook. Creative concepting is where I thrive. My mind runs on creating unique and groundbreaking ideas to set the stage for a new creative narrative. What sets me apart is not just dreaming up ideas but strategically executing them precisely by leveraging my high-level skills in Adobe, AI, and resourcefulness to bring them to life in ways you'll never forget. Y si, hablo español.

WORK EXPERIENCE

GRAPHIC DESIGNER - BESPOKE WEDDING INVITATIONS & EVENT STATIONERY

EAF Fine Papers | 2018 – Present | NYC / London / Remote

Specialized in crafting bespoke wedding invitations and event stationery. Brought to life visually captivating designs that narrated unique love stories.

- **Project Management Virtuoso:** Orchestrated multiple projects concurrently, overseeing the entire design life cycle from conception to execution. Ensured seamless delivery within strict timelines, meeting both client and vendor specifications while maintaining quality standards.
- **Client-Centric Execution:** Collaborated closely with clients and vendors, translating their visions into effective designs that mirrored their unique style and preferences. Prioritized effective communication to ensure alignment and exceed expectations for diverse projects ranging from weddings to celebratory events.

Senior Creative

ZS | 2021 – 2022 | NYC / London / Remote

As Senior Creative, I led a dynamic team, shaping artistic direction and fostering high-quality, visually compelling artwork across diverse mediums.

- **Leadership in Visual Artistry:** Directed a team of artists, designers, and illustrators, orchestrating their efforts to produce top-tier artwork. Championed creative excellence, guiding the team to deliver compelling and visually appealing content across varied mediums, maintaining consistently high standards.

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SKILLS

// TECHNICAL

ADOBE CREATIVE SUITE

SKILLED PRESENTER

PRINT PRODUCTION

VISUAL DESIGN

STORYBOARDING
& MOOD BOARDS

BRAND DEVELOPMENT

AI TOOLS

RESEARCH SKILLS

INTERESTS

TYPOGRAPHY

TRAVELING

READING

TENNIS

WRITING

WORK EXPERIENCE (CONTINUED)

Senior Art Director

FCB Health | 2014 – 2021 | NYC

Progressively advanced from Junior Art Director to Senior Art Director, championing the creative process across diverse projects and mediums while shaping the visual identity and aesthetic direction of brands and campaigns.

- **Innovative Conceptualization & Collaboration:** Spearheaded brainstorming sessions, conducted in-depth research and generated mood and storyboards. Collaborated closely with creative teams, ensuring alignment with brand objectives while developing compelling concepts for advertising campaigns, marketing materials, and design projects.

Hospitality Manager

Bettola | 2017 – 2022 | NYC

Dynamically skilled in orchestrating seamless operations and enhancing guest experiences within fast-paced restaurant settings. Adept at driving service excellence, optimizing team performance, and maintaining high standards in customer service. Proficient in problem-solving and adeptly managing resources to deliver exceptional service in high-volume environments.

PROFESSIONAL DEVELOPMENT

THE KERNREFERENCE

Goodtype | 2023

A 3-day virtual summit bringing the global type community together featuring talks, demos, and panels from the industry's top players and rising talent.

ADOBE MAX

Adobe | 2022

Providing industry creatives with a week filled with sessions, labs, and keynotes to inspire and improve their craft.

CANNES LIONS INTERNATIONAL FESTIVAL OF CREATIVITY

Cannes Lions | 2019 | Cannes, France

Showcased agency creativity to globally acclaimed designers, creators, and aspiring talents at the premier Cannes Festival, renowned as the foremost hub for creativity worldwide.

References available upon request.