

Alexander MORALES

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education

University of KANSAS, Lawrence, KS | 1996-2001

BFA in DESIGN with an emphasis in GRAPHIC DESIGN

Staffordshire UNIVERSITY, Stoke-on-Trent, Staffordshire, United Kingdom | 1999

1 of 8 students chosen to represent the University of Kansas in an International Student Exchange Program

experience

Corporate CREATIVE DIRECTOR

Townsend Communications, Inc | 2008-PRESENT

- Art directing, designing and supervising for the development and implementation of all company products (online and print) while maintaining production schedules and managing team workflow
- Directing new print and interactive initiatives including:
 - Continual development of MyMajors.com for desktop and mobile users, SEO optimization (content and URL structures), social interaction and customer partnerships
 - Researching and implementing E-mail Marketing and Social Networking Trends
 - Integrating print and online products by leveraging content and user interaction
 - Community, partner and customer relationships through presentations, events and regular service discussions
- Maintaining a high standard of quality for the Creative Department while lowering costs related to production, employee overhead and timelines

Freelance GRAPHIC DESIGNER

BurningStar Studios | 2001-PRESENT

- Developed an ongoing partnership with several Kansas City Non-Profit Organizations including:
 - The Barn Players
 - The Hispanic Chamber of Commerce of Greater Kansas City
 - The Mattie Rhodes Center
 - The Missouri Family to Family Resource Center, UMKC - Institute for Human Development
 - Saint Luke's Hospital, Midwest Ear Institute
- Requested to present a national "Marketing Best Practices Through Graphic Design" webinar for Family Support 360 grantees in 2009 by BETAH Associates, Inc.

Associate Creative DIRECTOR

PlattForm Advertising | 2003-2008

- Earned a Senior level leadership/director role two years after start date overseeing (at one point) 15 team members and managing multiple products/departments including:
 - Print Design (Day and Night Shift)
 - Collateral Design
 - Web Design/E-mail Marketing
- Awarded two Platinum Marcom Awards in 2007 for *Brochure* and *Business Card Design*
- Developed internal processes/procedures for tracking and completing intense department workflow while maintaining a high standard of quality for all clients

expertise

- High working knowledge of Adobe Creative Cloud and Microsoft Office
- 11 years supervisor/management experience
- Strong project organization, management and implementation skills
- Exceptional customer service, interaction and presentation abilities