

ALEX PLOCIENNIK

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PROFILE

I am a creative individual with over 4 years of Advertising and Design experience that has lots of ideas! I am a team player as well as can work independently. I can handle multiple tasks and am a detail oriented individual who strives to deliver the best quality of work. Aside from that, I am an easy going guy, with a witty personality, and a "can do" attitude that has what it takes to be awesome!

EMPLOYMENT

FREELANCE

May 2011 - Present

ART DIRECTOR / DESIGNER

Worked as an Art Director/Designer/Production Artist for various clients such as Mindshape, Gabby's Floral, Innocean Worldwide, Match Marketing, Lime Advertising, Bombay Co., Tool Box, Red Urban and Smart Source.

MOOSEHEAD BREWERIES

February 2015 - May 2015

LEAD DESIGNER (CONTRACT)

Joined as the Lead Designer, and managed all of the projects coming in and out as well from concept to final release. I worked on various brands such as Moosehead, Sam Adams, Moose Light, Hop City, and Twisted Tea.

MINDSHAPE CREATIVE BRAND MARKETING

May 2013 - August 2014

DESIGNER (CONTRACT)

Worked as a Designer on clients such as CGC, Kruger, York University, Credit Union, Northern Wide Plank and Owens Corning all the way to production.

RAPID AID

January 2012 - March 2013

ART DIRECTOR / DESIGNER (CONTRACT)

Creative lead as an in-house Art Director/Designer/Production Designer with various brands such as Rapid Aid, Rapid Relief, Walmart, Rexall, Shoppers, CVS and Medline.

CIRCUS STRATEGIC COMMUNICATIONS

July 2011 - November 2011

DESIGNER (CONTRACT)

Was brought on as a Designer for the release of seasonal promos for their clients across Canada. Such of these include Masonville, Burlington Mall, Vaughn Mills and Oshawa Centre.

DRAFTFCB

June 2011 - July 2011
May 2009 - June 2009

DESIGNER (CONTRACT)

Worked closely with the Art Directors/Production Managers to develop Campaigns and promo pieces, all the way to production, for clients such as Coors light, OLG, Kraft and Fairmont.

YOUNG AND RUBICAM

January 2011 - May 2011

ART DIRECTOR (CONTRACT)

Contributing team member to turn strategic concepts into campaigns and designs from initial concepts to finish. Such clients include Ford, Advil and Princess Margaret Hospital.

EDUCATION

HUMBER COLLEGE

2009 - 2010

DEGREE (HONOURS), CREATIVE ADVERTISING

Emphasis on Contemporary Advertising, Marketing, Promotion, Art Direction and Strategic Planning.

HUMBER COLLEGE

2006 - 2009

ADVANCED DIPLOMA, GRAPHIC DESIGN

Book and Editorial, Computer Graphics, Drawing, Corporate Design, Web Design, Typography, Digital Design and Production.

SKILLS

GENERAL

Highly proficient on Mac platform. Skilled in all Web/Graphic Design programs: Photoshop, Illustrator, Flash, InDesign, Dreamweaver, Wordpress and essentials like Microsoft Office. Production Skill set.

REFERENCES AVAILABLE UPON REQUEST