

ALEX FIDELIBUS

www.fidelibus.com • alex@fidelibus.com

ART DIRECTOR/GRAPHIC DESIGNER

With more than 20 years experience as a professional Art Director and Graphic Designer, I have had a long record of success directing, as well as designing, high quality projects, both large scale and small scale. My skills allow me to design and produce a wide range of marketing solutions, across multiple platforms. I adjust my designs to best suit your company's requirements, matching a pre-existing style guide, or creating new branding for all of your advertising and marketing needs.

PROFESSIONAL EXPERIENCE

Freelance

Art Director/Designer

November 2006 – Present

Design co-branded promotions for ABC Daytime Television, including "Live with Kelly & Michael", "Who Wants to be a Millionaire" and "At the Movies". Includes email blasts, promotional websites, banner ads, as well as on-air graphics and print materials.

Other Clients include: Dolphin Micro, DRA Graphics, Outside the Box Interactive

ABC Television - Network, Print Dept.

Art Director/Designer

November 2002 - October 2006

Designed and produced promotional materials for primetime television.

Promotional materials include: Primetime Series Posters, Trade Web Sites, DVD's, E-Mail Blasts

Designed "News Desktop" website for ABC News, field journalists

Designed "ABC Diversity Reporting" website for Government use

Braincraft Interactive Group

Creative Director/Project Coordinator/Lead Designer

April 1995 - January 1998

Clients Included: Compaq, AT&T Capital Corporation, Lucent Technologies, National Center for Atmospheric Research (NCAR), Astra Merck, Jazziz Magazine, Polygram Records

EDUCATIONAL BACKGROUND

Parsons School of Design, New York City. 1982 - 1986

Bachelor of Fine Arts in Communication Design

AREAS OF EXPERTISE

Strong graphic design background, print production, photo retouching, website production and design, HTML coding, CSS styling

Software Includes: Photoshop, Illustrator, Flash, Indesign, Dreamweaver