

Alex Sanchez

Art Direction
Mexico

View the full portfolio at <http://www.thecreativefinder.com/ludoalex>

Professional Experience and Curriculum Vitae

Hello,

I'm a Graphic Designer, based in México City my work simultaneously focuses on multiple forms exploring the space between branding, design, Illustration, and photography. I have over 10 years of experience as an Art Director in Editorial. I'm interested in art, movies, photography, architecture and technology. I'm currently available for freelance.

Previous Clientele

- 2 Afrika.com
- 24 Horas Newspaper
- The Fencers Club
- J. Loren
- AdHoc Infrastructures
- Chosen Advertising
- Mobile Latino
- Ampersand Magazine
- Fillipo Di Petraro (Photographer)
- Grupo Visat
- BeautiControl
- Cable Red
- Optical Excellence

Awards and Accolades

EXPERIENCE

Art Director, Freelance. New York, NY, Jan 2010 - Present

Production and design of promotional materials such as flyers, ppt presentations, catalogs, package & logotype design. Attended frequent in-site jobs working idea and execution of dummy. Illustrations freehand style.

Art Director, 24Horas Newspaper New York, NY Mar 2007-May 2009

Newspaper's layout, production and creation of diverse marketing material, ads, brochures, newsletters, ppt presentations, banners for web. Design of advertising and promotion materials, supervise pre-press files. Developed visual and interactive ideas for the website as well for the paper, overseeing ads of the newspaper.

- Covers
- Managing the workload of designers, and keeping work on schedule.
- Worked with photographer and illustrators, overseeing the production and design of the printed and online editions.

Designer, Diseño Creativo, Advertising Agency, Mexico City, Mexico, Apr 1999 -Jun 2005

Working through several projects many of them pharmaceutical related materials, as a magazine layout, editing, catalog design, photo editor, checking files for prepress and production supervising. Execution of projects through creation design solution and print ready files. Familiar with scanning-retouching process in high resolution files.

EDUCATION

UNAM, Mexico City, BEA Fine Arts graduate 1999

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