

# ALEXANDER PIERCE

DESIGNER. ART DIRECTOR. GEEK.

I'm an award-winning designer/art director/geek that likes to make things on (and off) the internet while crafting digital experiences through thoughtful strategy & execution. I've been prominently featured in a number industry respected publications such as The Webbys, Adweek, Tumblr's editorial department, NET Magazine, Complex Magazine, Web Designer Magazine, Communication Arts, HOW Design, and Under Consideration. I like to make stuff.

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THEGEEKDESIGNER.COM

## EDUCATION

**The University of Texas at Arlington**  
Bachelor of Fine Arts with  
Concentration in Visual Communication

## EXPERIENCE

**Sr. Interactive Art Director**  
(October 2012 – Present)  
Publicis Hawkeye

Art Director; responsible for concept & execution of design and advertising including sites, apps, and other interactive.

**Art Director**  
(May 2011 – October 2012)  
Publicis - Dallas

Art Director for globally/nationally recognized agency; responsible for concepting ads, print & interactive design.

**Jr. Art Director**  
(May 2009 – May 2011)  
Schaefer Advertising Co.

Art Director/Web Designer for advertising agency; responsible for production art, layout, creative direction, identity and print/advertising design as well as front-end web development & design.

**Graphic Designer**  
(November 2006 – May 2009)  
The University of Texas at Arlington

Graphic Artist for the Office of Graduate Studies; responsible for communicating with 3rd party vendors, web design, print collateral and signage for various events & programs.

## BRANDS I'VE WORKED WITH

Best Buy/ Magnolia, Jason's Deli, 24 Hour Fitness, Takis, American Airlines Cargo, United Nations Women, Men's Health, Lexmark, Michelob Ultra, Terminix, TruGreen, Cargill, The Fort Worth Zoo, The Coffee Bean & Tea Leaf, American Cancer Society, Arlington Convention & Visitor's Bureau, UT Arlington, JPS Health Network, TTI, BNSF Railway, TCU, Freeman, The Old American Golf Course

## AWARDS/ACCOLADES

**2016**

Inducted member of International Academy of Digital Arts & Sciences; Judge for Webby Awards

**2015**

Special Kudos from CSS Design Awards

**2014**

Gold W3 Award

Featured in **NET Magazine** #255

Received 2 Webby "Honoree" select awards

Work featured on Adweek, New York Times, Forbes sites

Featured on Buzzfeed

Featured on HOW Design

Featured on Complex Magazine site (twice)

**2013**

Gold W3 Award

Listed in "**Top 10 New & Notable**" Tumblrs by Yahoo/Tumblr

Featured in Tumblr's "Theme Index Volume 2"

Featured by Communication Arts as "**Web Pick**" of the day

Featured in article by **Tumblr's editorial department**

Featured on Under Consideration's "**Quipsologies**"

Received "**Site of the Day**" by Awwwards

**2012**

2 Bronze Fort Worth Addys

Feature article in **Web Designer Magazine** #194;

Website of the Month

**2011**

1 Silver District Addy

1 Bronze District Addy

5 Gold Fort Worth Addys

1 Bronze Fort Worth Addy

**2010**

3 Silver Fort Worth Addys

5 Bronze Fort Worth Addys

## TECHNOLOGY/SKILLSETS

Adobe Creative Suite

Microsoft Office

HTML5/CSS3

UX/UI & Content strategy

Responsive Design

Tumblr Theme Development

jQuery (good starting knowledge)

Making tacos