



# Alex McAreavey

Designer + Art Director  
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308.249.3240

## Work Experience

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### **Indeed** | Senior Graphic Designer Graphic Designer

Aug. 2018 - Present

Dec. 2015 - Aug. 2018

Driving strategy and execution of creative for internal and external initiatives including product & brand marketing, PR, and sales enablement materials. Brand reviewing work from internal teams and external agencies. Managing junior designers across multiple projects.

### **Freelance** | Graphic Designer + Art Director

Jun. 2015 - Present

Built and managed relationships with clients and agencies to take on projects including branding, mobile apps, responsive web design, editorial design and social campaigns.

**Clients:** Dollar Shave Club, Vera Art, Aquasana, Guidepoint, Rackspace

### **TBWA\Chiat\Day NY** | Art Director

Nov. 2013 - Jun. 2015

Worked with senior teams and managed junior teams to create integrated campaigns for clients at the national and global level. Gained new business from new and existing clients.

**Clients:** NBC Universal, H&M, beIN Sports, BNY Mellon, New Biz

### **Proximity BBDO** | Art Director

Oct. 2012 - Nov. 2013

Delivered digital campaigns for clients ranging from CPG to banking and financial, as well as multiple non-profits. Helped win multiple new business pitches.

**Clients:** Above the Influence, Ad Council, Campbell's, Swanson, Citibank, Visa, New Biz

## Skills & Software

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Branding & Identity  
Creative Strategy  
UX/UI Design  
Editorial/Layout Design

Event Space Design  
Packaging Design  
Experiential Design  
Team Leadership

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Sketch

## Education

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### **University of Nebraska-Lincoln**

B.S. Advertising and P.R.  
Focus: Graphic Design  
Graduated Dec. 2011

### **On the Side**

Jacht - Student-run Advertising Agency  
National Student Advertising Competition  
Students in Free Enterprise - Design Lead