



Alex McAreavey

Designer + Art Director
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Work Experience

Indeed | Graphic Designer

Dec. 2015 - Present

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

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

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
Study Abroad - Universidad Castilla-La Mancha