

# ALEXANDRA STERNIN MARCH ///



**FREELANCE ILLUSTRATOR/DESIGN CONSULTANT** 2009-PRESENT  
CLIENTS AS FOLLOWS:

**INTRAHEALTH** (International health organization) March - June 2013  
Graphic designer - freelance  
Graphic designer for reports and publications (multi-lingual - English/French/Spanish)

**WISER TOGETHER** (Tech/medical company) October 2012-April 2013  
Creative lead/Art director - full-time contract  
Brand/identity development, UI design, Info-graphic design, design guidelines establishment

**UNICEF** (UN agency) August - October 2012  
Graphic designer - freelance  
Graphic design for templates and publications

**HWCD** (Architectural firm) August - September 2012  
Graphic designer - freelance  
Graphic design, presentation design, brand and identity design  
<http://www.h-w-c-d.com/>

**KIWI CRATE** (Education) May 2012  
Graphic designer - freelance  
Graphic design, web design, UX design - children education company  
<http://www.kiwicrate.com/>

**RUNYON SALTZMAN & EINHORN** (Advertisement agency) April 2012  
Art direction - freelance  
Graphic design, copy writing, presentation for an obesity campaign  
<http://www.rs-e.com/>

**PROVIDE COMMERCE** (E-commerce) March 2012-May 2012  
Graphic designer - freelance  
Web design, graphic design and layout, production  
<http://www.prvd.com/>

**WS PUBLISHING GROUP** (Publishing) January 2012 - April 2012  
Illustrator/graphic designer - freelance  
Illustration, graphic design/layout, press pre-production  
<http://www.wspublishinggroup.com/>

**WORLD HEALTH ORGANIZATION** (Non-government) September 2007- May 2009  
Art director/ Graphic designer  
Lead design and production of graphic materials for StopTB Partnership. Designed and directed production of visual materials to raise awareness of Tuberculosis on international and country based level. Create campaigns, posters, brochures, webpages/sites etc. Worked closely with technical team in directing web production and output. Managed branding and visual and contextual consistency of the created sites. Created two successful campaigns for World TB Day 2008 and 2009. Led design of the campaign for Stop TB Partnership Partner's forum held in Brazil in 2009.  
<http://www.who.int>

**VH1 (MTV Networks)** (Entertainment) February 2007 - September 2007  
Graphic/web designer  
Graphic Designer for online division of VH1.com. Worked on a variety of online design projects including Rock Honors Awards 2007, Princess Diana Concert and others. Created effective interfaces, promotions for internet and mobile applications. Worked in collaboration with MTV photographers to create visually effective images and collages for online posters, banners, and promotions. Stand out projects included promotional materials around Rock Honors Awards and VH1 classic.  
<http://www.vh1.com/>

**RMG CONNECT**, (Advertisement agency) February 2007

Graphic Designer/Illustrator with a multinational advertisement agency. Created illustrations and design for a new online HSBC (bank) campaign for HSBC USA. Created a series of vector illustrations that were used as a part of a multimedia/flash campaign for the bank.

<http://www.jwt.com/>

**ZAGAT SURVEY**, (Advertisement agency) New York, NY 2007 February 2007-March 2007

Graphic Designer - freelance

Graphic Designer for online division of Zagat Survey - award winning restaurant and travel guide. Worked in collaboration with creative director and art director on creating and transitioning to a new version of Zagat Survey online. Designed new pages, created banners, promotions, edited photography and created new icons and illustrations.

<http://www.zagat.com/>

**WIRELESS GENERATION** (Education) Brooklyn, NY December 2006 - March 2007

Graphic Designer - contract

Graphic Designer with educational software company that creates tools for public schools in the US. Worked closely with the product director to create interfaces for online evaluation and educational tools. Created icons, and graphic elements to optimize the experience for the user - both teachers and students.

<http://www.wirelessgeneration.com/>

**ATMOSPHERE MEDIA BBDO** (Advertisement agency) New York, NY January 2007-March 2007

Graphic designer - freelance

Graphic design, web design, design for animation

<http://www.atmospherebbdo.com/>

**WEIGHTWATCHERS.COM** (Advertisement agency) New York, NY December 2006

Graphic Designer/Production Artist - freelance

Graphic design, Web design, UX design

<http://www.weightwatchers.com/>

**EMBIENCE INC.** (Mobile applications) San Diego, CA May 2006 - December 2006

Creative Director/Graphic Designer.

Creative Director/Graphic Designer. Responsible for all levels design and production management and execution of an international mobile technology company: Web design, print design, interface design and web implementation. Worked closely with the marketing team to produce promotional materials, templates, and mockups. Managed and art directed production team in Asia.

<http://embience.com/>

**HEADS ON FIRE MEDIA** (NGO - media/communications) San Diego CA January - May 2006

Media coordinator, graphic designer

Project management and coordination, graphic/web design

<http://www.fablabds.org/>

**FREELANCE GRAPHIC DESIGNER** 2002– 2006

**TOUCHPAK INC** (Mobile applications) New York NY 2000 – 2002

Graphic designer

Graphic Designer. Designed interfaces for hand-held wireless devices (PDA's) - navigation elements, menus and content. Designed company's promotional materials: magazine advertisements, tradeshow banners and posters. Worked on PDA interfaces for a variety of content providers including Reuters, USA Today and CNET. Created wireless interfaces for a variety of restaurants, airports and amusement parks.

**HEWLETT-PACKARD INC**, Cupertino, CA March 1999 – October 2000

Graphic/Web designer, project manager

Created graphics for company's external (hp.com) and internal web sites. Provided layouts/ design for web, and printed media. Project manager for an e-commerce project based in Spain. Project managed web site for large format printer HP DesignJet. Created/edited web content, graphic elements and layout. Worked with HP team in Madrid. Web developer. Developed web sites for the department of E-Business and Marketing. Designed an internal web site for E-marketing department from start to finish. Provided front-end, and back-end support for web sites for small business products and training. Created and edited web content and graphics. HTML/JavaScript, UNIX and Win/NT environments.

<http://www.hp.com/>

## EDUCATION

2010-11 EINA, Barcelona, Spain Postgraduate studies (MA) in Creative illustration  
2010 EINA, Barcelona, Spain Postgraduate studies in Children's book illustration  
1999-00 Additional coursework: Typography, Communication Design, Photography  
1997-98 Cogswell Polytechnic College, Sunnyvale CA / Graphic & Video Imaging, Magna Cum Laude BA 1998  
1995-96 University of California Santa Cruz, Santa Cruz, CA / Art  
1993-95 California Polytechnic University San Luis Obispo, San Luis Obispo, CA Computer Science /Art

	Proficient	Good
Adobe Photoshop	X	
Adobe Illustrator	X	
Adobe InDesign	X	
HTML/CSS		X
Photography/photo-editing	X	

LANGUAGES Proficient: English, Russian, French, Spanish. Basic level: German, Italian, Catalan

## EXHIBITIONS

2013 Sharjah International Book Fair, Sharjah, UAE - group exhibition  
2012 Museum of Hasselt, Hasselt, Belgium - group exhibition  
2012 Sharjah International Book Fair, Sharjah, UAE - group exhibition  
2011 Espai Barra de Ferro, Barcelona, Spain - group exhibition  
2008 Dupont, Geneva, Switzerland - solo exhibition  
2007 Museum of The Living Artist, San Diego, California, USA - group exhibition