



ALANA SALCER

print. motion. interactive.
DESIGN.

EXPERT IN.

Web Design	Print Production
Information Architecture	Press Supervision
Brand Identity	Motion Graphics for film and television
Print Design	

TECHNICAL SKILLS.

Adobe Illustrator	●●●●●	Microsoft Office	●●●●●
Photoshop	●●●●●	PowerPoint	●●●●●
In Design	●●●●●	DVD Studio Pro	●●●●●
After Effects	●●●●●	Final Cut Pro.	●●●●●
Dreamweaver	●●●●●	XHTML	●●●●●
Flash	●●●●●	CSS	●●●●●
QuarkXPress	●●●●●	Jquery	●●●●●

LANGUAGES.

English (native), **Italian** (proficient)

PROFESSIONAL ORGANIZATIONS.

AMERICAN INSTITUTE OF GRAPHIC ARTS (AIGA)
Member 1999-Present

VOLUNTEER ORGANIZATIONS.

THE MEDIA COLLEGE OF THE UNIVERSITY OF THE POOR
Graphic Design; Mentoring; Workshop instruction: 'The Role of Media in Grassroots Organizing'.

PROFESSIONAL EXPERIENCE.

FREELANCE ART DIRECTOR, JANUARY 2011 - PRESENT

Freelance graphic design and project management for a wide range of clients including: Studio WOK Architecture (Web Design); Lead2Design, Inc. (Brand Identity); Agora LIC (Map Design); Sierra Leone's Refugee All-Stars (Web Design).

CLS ARCHITETTI, MAY - JULY 2011 *Freelance Web Design and Production, Presentation Design*

Designed and produced a website for this accomplished architecture firm in Milan which specializes in interiors and retail spaces for many Italian VIPs and high fashion clients around the globe including, Michael Kors, Missoni, Pinko, Lia Rumma, Viktor & Rolf, etc. In addition to the website I designed PowerPoint presentations for various clients.
clsarchitetti.com

CINÉ INSTITUTE, 2008 - PRESENT *Media and Branding Director*

Developed an integrated brand identity system and strategy for Ciné Institute, Haiti's only film school and incubator of Haiti's emerging film industry.

Designed and actively managed the school's multifaceted online and offline presence from the ground up beginning with it's first incarnation as Festival Film Jakmèl (2004-2006); brand identity; web design and maintenance; event design for affiliated fundraising events; DVD menu design; social media; e-mail campaigns; distinctive promotional apparel; collateral; signage and posters.

In the wake of the extraordinary and devastating Haitian earthquake of 2010, I coordinated the entire effort to broadcast Ciné Institute's timely and exclusive student footage to the world and was the chief press liaison and media volunteer coordinator.
cineinstitute.com

CROWING ROOSTER ARTS, 2002 - 2011 *Creative Director*

As Creative Director for this media arts organization dedicated to the advocacy of Haiti's rich culture and history, I elevated the company's brand image by creating integrated brand identity systems for their various projects and for the company as a whole across multiple media platforms. Projects included: web design; poster and postcard design; CD and DVD package design; Brochure and publication design; e-mail campaign design; identity.

ARCADIA PICTURES, 2005 *Freelance Film Title Design*

Created the titles for a short film featured in the exhibit 'The Power of Conversation: Jewish Women and their Salons' at the Jewish Museum in New York City.

SPIN THE BOTTLE, 2001-2009 *Freelance Motion Graphics Design*

Design for television; Flash and After Effects design and production; Illustration. Clients include: MTV, VH1, Fuse, G4.tv, E!, Comcast, Animal Planet. **spinthebottle.com**

EDUCATION.

HUNTER COLLEGE, CITY UNIVERSITY OF NEW YORK

BA Media Studies and Studio Art, Honors Curriculum. Minor in Film Studies, 1997-2001
Magna Cum Laude, Full Academic Scholarship.

SCHOOL OF VISUAL ARTS / PARSONS SCHOOL OF DESIGN

Continuing Education Courses, 2000 - Present
Illustration; Animation; Typography; Painting; Printmaking; Fashion Construction

SCUOLA LORENZO DE' MEDICI - Florence, Italy

Study Abroad. Fall 2000
Renaissance Art History; Fresco Restoration; Motion Graphics; Illustration.