



ALANA SALCER

print. motion. interactive.

DESIGN.

EXPERT IN.

Web Design	Print Production
UX / UI Design	Press Supervision
Front End Web Development	Motion Graphics
Brand Identity	Digital Illustration
Print Design	

TECHNICAL SKILLS.

Adobe Illustrator	●●●●●	Microsoft Office	●●●●●
Photoshop	●●●●●	PowerPoint	●●●●●
In Design	●●●●●	DVD Studio Pro	●●●●●
After Effects	●●●●●	Final Cut Pro.	●●●●●
Dreamweaver	●●●●●	XHTML	●●●●●
Flash	●●●●●	CSS	●●●●●
WordPress	●●●●●	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 and DESIGNER, JANUARY 2011 - PRESENT

Freelance graphic design and project management for a wide range of clients including: Dorian Orange (Motion graphics, and Presentation design), 3Generations Films (Web Design, Film poster and marketing campaigns); PharmaCo (Brand Identity); David Milosevich Casting (Web Design); Alanna Bailey Consulting (Brand naming and Identity); Ciné Institute (Web Design and Event Design); Ms. Foundation for Women (Print and Web Campaign Design), GetTaxi App (Info Graphics and Publication Design); Studio WOK Architecture (Web Design); Lead2Design, Inc. (Identity)

DORIAN ORANGE, JULY 2012 - PRESENT *Freelance Motion Graphics and Presentation Design*

Concept, storyboard, illustration, infographics, presentation design and animation for this motion graphics firm. Clients include: Google, Panasonic, DoubleClick, Timex, Brides Magazine, Nike, Geoffrey Beene, The Magazine Publisher's Association, Palantir and Clear Channel Radio. **dorianorange.com**

QUEENS COLLEGE, JANUARY 2012 - PRESENT *Adjunct Lecturer, Graphic Design*

Teaching the principles of Graphic Design and Motion Design to Graphic Design Majors.

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 - 2011 *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.

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.