

ALEX LAWRENCE-RICHARDS

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OBJECTIVE

I have focused on connecting my clients/brands with their audiences through social means. Creating meaningful interactions between brand and audience through mutual shared interests and shared values.

EDUCATION

The University of Iowa – Iowa City, IA

BA, Journalism & Mass Communication, with a concentration in Publication Design

Secondary Area of Study in Graphic Design

May 2007

EXPERIENCE

ALR Media, LLC

Small design shop doing our best work to create better experiences for real people

Founder/President, August 2006 - Present

- Clients include Grammy-award winning artist Kelly Rowland, ELEW (Eric Lewis), Bloomingdales, Markit, Def Jam Enterprises, Best Buddies Illinois, ASC Communications, The Printer, Inc., and TRGR Media, LLC

Edelman Digital – New York, NY

Public Relations, Business, Digital/Social Media

Web Designer, October 2007 – August 2009

- Lead designer for American Heart Association's Start! Tool, Brita's FilterForGood.com, AtriaSeniorLiving.com, JuicePlus.com, AXE Facebook brand page
- Conceptual design work for new business/existing clients such as Microsoft, Empire State Building, AstraZeneca, Ben & Jerry's, Chipotle, American Heart Association (Go Red for Women)
- Rich media advertisement design for Ben & Jerry's Flipped! Campaign, Save the Pint Campaign, Do the World a Flavor Campaign
- Worked closely with Copy, Project Management and Account Teams

ASC Communications – Chicago, IL

Business/Legal information for hospital leaders & operators of ambulatory surgery centers

Design Consultant, March 2009 – Present

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EXPERIENCE

- Tasked with overhauling and maintaining ASC's three main web sites, BeckersASC.com, HospitalReview.com, BeckersOrthopedicAndSpine.com
- Front-end design/Back-end programming/customization of the Joomla CMS
- Designed/programmed the new brand channel BeckersOrthopedicAndSpine.com on top of a customized Joomla platform

Restaurant Verdé – Iowa City, IA

Tapas Bar/Lounge

Design Consultant, January 2007 – June 2007

- Re-designed their web site, including wireframes/IA, design and programming
- Created an online and offline marketing initiative geared towards the student population to help increase revenues and gain traction in the crowded restaurant/bar scene
- Redesigned their dinner and drink menus, marketing materials

OnCampus Publications, LLC – Iowa City, IA

College Lifestyle Publication

Creative Director, August 2006 – June 2007

- Created the brand identity for OnCampus Publication's *OnCampus 319*
- Oversaw the design and production of each monthly issue
- Created or oversaw design of print advertisements for between 75-85% of our advertisers

University of Iowa Information Technology Department – Iowa City, IA

IT Consultant, May 2006 – April 2007

- Trained incoming new student hires the systems and processes used at the Help Desk to serve students, staff and faculty of the University of Iowa
- Created training documentation, presentations and marketing materials

PROFESSIONAL SKILLS

Adobe Creative Suite (CS1, CS2, CS3, CS4)

HTML, XHTML, CSS, PHP, JavaScript, Flash

WordPress, Joomla, Moveable Type customization/implementation

Microsoft's Office Suite

Mac OS X, Windows XP, Windows Vista, Windows 7