



Alex Prodaniuk Prodaniuk@gmail.com | 530.368.6943 | aprodaniuk.com | San Mateo, California

Education

The School of the Art Institute of Chicago
2009 // BFA focused in Visual Communication
+ Footwear Design.

California Polytechnic State University
Summer 2007 // Academic classes toward BFA.

General Assembly
2015 // User Experience Design.

Leadership

AdsNative: Native Culture Committee
Collaborative team focused on improving
company culture, internal communications,
+ employee retention.

SAIC AIGA Student Chapter
President, Secretary, + Director of
Communications.

Well Versed In

- Branding
- UX Design
- Creative Direction
- Illustration
- Research
- Content Development
- Photo Retouching
- Shoe Construction
- French

Tools of the Trade

Adobe // PSD, Ai, + Indd
Sketch
Microsoft Office
Keynote
Google Apps
Wordpress
Pardot + MailChimp

AdsNative

Creative Director ●●●●

2016-Present // Creative direction at SaaS ad tech company serving clients worldwide. Developed + managed AdsNative creative division, including all internal + external efforts. Spearheaded a company wide rebrand following a major product pivot. Worked with marketing, business development, + engineering teams to showcase new business model + technology. Redesigned website, from concept wireframes to launch. Skilled at balancing multiple ever-evolving business needs + interpreting ideas into effective designs.

Senior Designer ●●●●

2015-2016 // Lead designer responsible for all communication efforts helping company transition rapidly from 9 to 35+ employees in three cities. Worked directly with illustrators, animators, writers, + PR experts to create compelling takeaways, white papers, + case studies. Oversaw intern program, guiding design interns through the process + mentoring them throughout their time at the company.

Contract Designer ●●●●

2014-2015 // All hands on deck design at early stage start-up. Created infographics, website + print collateral for marketing, business development + product teams. Defined companies first brand standards + extended them company-wide.

San Francisco Chronicle + SFGate

Senior Designer: Innovation Strategy Team ●●●●

2014 // Produced custom solutions for B2B clients + sponsored content design for nationally acclaimed news organization. Collaborated with sales, marketing + editorial on external events including SFLoveLocal + The SF Chronicle Wine Competition. Led the promotion of the newly redesigned SFGate via custom sponsorships, native products + events. Helped create The San Francisco Chronicle's internal marketing agency.

Graphic Designer: Marketing Team ●●●●

2013 // Created collateral (print + digital), swag, + event signage. Collaborated with marketing + events teams on internal presentations, including updated brand standards, unified templates, + launch of sales education website.

West Elm

Signage Designer ●●●●

2010-2011 // Re-designed + produced in-store signage suite + other print collateral for contemporary furniture retailer. Oversaw junior designers.

Freelance ●●●●

2008-Present // Poonchique, The Post Shop, E.&J. Gallo Winery, Lending Club, Christopher Salon, Arup, Nice Advertising, Thompson Design Group, + The School of the Art Institute of Chicago.

Creative Director + Designer + Lover of Old High-Maintenance Cars + Relentless Inquisitor
Reader of Printed Words + Solution Seeker + Sandcastle Builder