

# Alex Bausch

ART DIRECTOR

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Brooklyn, NY



## EDUCATION

### University of Minnesota, Twin Cities

BFA Graphic Design  
Graduated 2019

## SKILLS

Adobe Creative Suite

Illustrator, InDesign, Photoshop, XD,  
Figma, Premiere Pro + Rush,  
After Effects

Social Media

UX/UI Design

Effective Communicator

Strategy

Creative Concepting +  
Problem Solving

Collaborative

## INTERESTS

Music

- 10 years Piano Study
- 8 Years Vocal Study

Thrifting

Photography

Karaoke-Queen

## AWARDS

2022 NAMA 1st Place Winner:  
Firestone Forestry Campaign

2022 ADDY: AdFed's The Show 2021

2022 Adfed Silver Pin: AdFed's  
The Show 2021

## INTRODUCTION

Art director and conceptual thinker with multidisciplinary experience in the advertising field. Unique creative and strategic background in brand identity and story telling across in-house and agency teams. Inspired by pop culture and emerging trends in contemporary art, film, design and media.

## EXPERIENCE

### SENIOR ART DIRECTOR

#### Broadhead Co, Minneapolis | Feb 2022 - Present

- Responsible for executing creative concepts, designing, and art-directing the look, tone and feel of all on-strategy creative ideas across print, digital, and TV
  - Direct photo shoots and collaborate in video production
  - Review work from illustrators and production vendors for quality
  - Collaborate in brainstorming to identify creative thinking towards big ideas
- Collaborate with Creative Director, Senior Copywriter and Strategist to create insightful brand identities and integrated campaigns with complex brand guidelines and systems
- Supervise and team with designers to expand creative identities and encourage growth across multidisciplinary deliverables
- Lead client presentations of big ideas and high-level creative
  - Team with Senior Copywriter to articulate and explain creative ideas to client
  - Work directly with clients on creative productions
  - Communicate creative decision-making + address concerns

### CREATIVE DIRECTOR (CONTRACT)

#### CLRTY | March 2022- Present

- Conceptualize and direct the brand identity for one of Minnesota's first hemp-derived THC seltzer brand
- Lead the creative development of brand assets and a comprehensive style guide for product cohesion and expansion
- Develop packaging designs across food and beverages and work with vendors to produce in retail settings
- Direct product photoshoots for content across print, video, and social mediums

### ART DIRECTOR

#### Broadhead Co, Minneapolis | 2019 - 2022

- Executed concepts and developed brand identities for B2B and B2C client projects in partnership with a copywriter and account team
- Developed original, creative social campaigns and initiatives
  - Led product photography and seasonal campaign development (GoodFoods: 66.7K Instagram following)
- Directed and designed the creative identity for large-scale events and tradeshow
  - Led creative for Ad Fed's first fully remote presentation of The Show in 2021
- Managed the 2022 Art Director intern for the creative team

### FREELANCE DESIGNER

#### Fluency Digital | 2020 - 2022

- Developed logo and brand identity for their client Bring Me The News, resulting in multiple press mentions across mainstream news and media platforms
- Designed and built out websites for clients seeking updated branding and digital presence

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