

*Down to the Bone*



Hello, I'm Alex,

# Designer. Director.

Brand. UX | UI. Print

With years of hands-on experience, (in the US, Israel & EU), I design and manage teams to perfect every aspect of the creative process.

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I love  
to design



I love leading  
a creative team



I love managing  
projects



I love  
presenting



I love the client's  
reaction



I love learning  
new things

# What people say: (Just a few...)

"Alex Schwartz is a highly creative and experienced, top-of-the-line, international caliber commercial designer/art director with a broad-range skill set (be it digital, print, photography, or product).

He will not only be an invaluable asset to any organization, but he also possesses the visual communication talent to either build (or increase) the commercial success of a company/entity."

**Rhonda Attar** CMO | ABACUS.

"Alex never fails to "wow!" the client with his fresh and innovative designs and with his understanding of what they themselves were trying to say.

Alex is extremely detail-oriented and meticulous in his work, leaving everything accounted for".

**Karen Gurwitz** Marketing Director

"The work Alex provided was exemplary; his ability to create beautiful and function-focused design always outperformed our client's expectations, forming in mockups and design what could never be expressed with just words".

Sincerely,

**Melissa A. Urquhart** Program Manager  
GlobalNet Services, Inc.

"Alex's skill in design is unsurpassed. He is able to greatly simplify concepts and provide a user centered product. The best testimony is just looking at his work. With a very professional demeanor".

**Most Sincerely,** James Roy, CPP, MBA

# Designer. Director.

## Brand. UX | UI. Print

- Worked with many satisfied clients in a variety of fields such as hi-tech, health and medicine, government, industry and agriculture.
- Delivered end-to-end design services including researching all aspects of my clients' businesses, their industry, and competition.
- Worked with writers to identify key messages and strengths my clients needed to communicate.
- Created unique and clear visual language which highlighted those abilities and strengths to their customers.
- Created and defined visual brand identity. Safeguard brand consistency and integrity.
- Created mock-ups to illustrate website and applications structure, storyboards, wireframes, flow and design.
- Produced unique photography to help communicate the business's story.

### **I used those assets in all available communication channels:**

Websites | Applications | Print collateral  
Advertising campaigns | Social media  
Presentations | Events and trade shows

# Experience:

## Head of creative team (2021-Present)

### Tamooz Marketing

Clients include:

Johnson & Johnson | GE Healthcare | Edwards  
Galderma | Novartis | Alexion

Lead and manage the creative team to plan, create, and deliver a strategic vision for clients.

Oversee their ideas and projects. Mentore, teach, empower and guide them to produce better results.

Sign off on projects before they are presented

Present and pitch concepts to clients

## Art Director (2017-2021)

### ABACUS LTD. 2020, Acquired by: Charlotte's Web

Lead all creative direction of the company brands.  
Lead the company web presence, Package design, package store displays, trade show booths, educational booklets, print ads and on-line ads.

# Experience:

## Freelance Designer (2007 - 2016)

Combining efforts of content gathering, concept development, information architecture, design and production for many clients in various fields:

Hi-tech | Consumer products | Business | Medical  
Media | Military | Government & municipalities  
Agriculture | Education

Clients include:

RAFAEL Defence Systems | Social Security  
(Bituach Leumi) | PTC | Janssen | HP and more.

## Art Director (2000-2006)

### GlobalNet Services Inc.

Development of systems integration, database applications, and creative media solutions, including all aspects of web development and design.

- Helped formulate and design internet and intranet sites for the FDA and the NIH.
- Designed web and print communication materials for special-events at the FDA and the NIH.
- Designed animated presentations for FDA lecturers.

# Education:

- Corcoran College of art and design, Washington, D.C.; courses in Macromedia Flash and Bryce (1999-2000).
- Hadassa Wizo College of Design, Haifa; Major in graphic Design (1993-1995).

# Knowledge:

- Brand development process
- UX | UI development process
- Web development process
- Print Production process
- Project management systems

# Software:

Photoshop.....	✓	InDesign.....	✗
Illustrator.....	✓	Blander.....	✗
XD.....	✓		
Figma.....	✓		
Sketch.....	✓		
Dimension.....	✓		
Animate.....	✓		