



# Alance Ward

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## SUMMARY

As a graphic designer with a strong background in print, I've naturally carried those skills into UI/UX design. My extensive design experience includes proficiency in front-end web development, utilizing HTML, CSS, and JavaScript, alongside expertise in digital marketing design.

I bring a multidisciplinary approach, integrating insights from photography, video production, and even music production to deepen my understanding of user psychology. I view design as an emotional language, akin to music, and believe that speaking it well is crucial for effective communication.

## SKILLS/TECHNIQUES

Print Collateral Design, UI/UX Web Design, Branding, Package Design, Digital Marketing Design, Visual Storytelling, Project Management

## SOFTWARE TOOLS

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe XD/Figma, Final Cut Pro, Adobe After Effects, HTML/CSS/JavaScript



## EXPERIENCE

### Creative Director / Graphic Designer

Alex Bravy | 773.562.5117 | alex@web2carz.com

### Web2Carz, LTD

10/11 - 9/24

Web2Carz is an auto shopping website and collection of acquisition platforms, such as apartmentpicks.com. I oversaw the brand identity of the company's marketing and revenue endeavors. My responsibilities included:

- Collaborated with and led cross-functional teams to prototype and develop UI/UX for websites, microsites, forms and landing pages with a 30% increase in lead generation.
- Designed advertisements, banners, logos, infographics, social media marketing campaigns and promotional marketing collateral that ensured overall brand strategy.
- Managed design, editorial and marketing teams to develop advertising campaigns with a 263% increase in conversion rates, and 140% increase in PPC revenue.
- Produced and edited videos for weekly car-related social media segments and created photos for exclusive car reviews to increase annual social media engagement rates by 3.2%.

### Graphic Designer

David Kogan | 773.562.5117 | david@dkp-image.com

### DKP Image + Media Inc.

2/10 - 10/11

- Designed and laid out brochures, pamphlets, booklets, audio media packages, postcards, business cards, and other print collateral for DKP and its clients with all projects 100% on time.
- Managed and optimized print projects, designed websites, and created email marketing campaigns that led to success in design project renewals.

### Art Director / Graphic Designer

Sean Bello | 323.939.8477 | sean.bello@campuscircle.com

### Campus Circle Media

8/01 - 1/10

- Designed and produced page layouts and promotional marketing collateral for a citywide arts and culture publication distributed throughout Los Angeles County and surrounding areas.
- Created cover designs and print advertisements for major motion picture companies and music labels, such as **Twentieth Century Fox** and **Island Def Jam Music Group**.
- Coordinated with advertisers, editors, interns, and writers to organize and arrange all artwork, advertising, and editorial content for the publication's weekly issues.
- Converted print content to web-ready material and maintained web pages, graphics, forms, ads, and banners for the publication's website.

### Art Director / Graphic Designer

Jason Hollander | 310.860.0166

### 28th Street Magazine

8/00 - 12/00

- Managed the overall aesthetic of 28th Street Magazine.
- Produced cover designs, page layouts, and handled production for monthly issues, including preparation and responsibility for print output.
- Created posters, flyers, promotions, and ads related to the magazine and its activities.
- Produced banners and graphics for maintaining online content for 28th Street's website.

### Freelance Graphic Designer

### Self Employed aMw

12/00 - present

- Design advertisements, logos, booklets, brochures, flyers, pamphlets, posters, publications, banners, online graphics, UI/UX designs, web development, and promotional materials for various companies and professionals.
- Conceptualize and create album packages for recording artists.



## EDUCATION

BA in Graphic Design, Cal State Northridge.  
Associates Degree in Art/Graphic Design, Moorpark College.



## PORTFOLIO

Available at [alanceward.com](http://alanceward.com)