

Alden Escobar

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Work Experience

10Pearls—Herndon, VA
December 2015-May 2016
Creative Director

- Design information architecture and interaction models for customer projects. Including websites, mobile experiences, and other touch-points.
- Work in close collaboration with Development and Product Management teams to develop initial strategy—addressing product, brand, marketing, content, and overall user experience.
- Create internal and external deliverables including conceptual diagrams, site maps, interaction flows, storyboards, schematics/wireframes, and detailed functional specifications.

American Physical Therapy Association (APTA)—Alexandria, VA
February 2005-September 2015
Senior Graphic Designer

- Design from conceptualization to implementation of logos, advertisements, infographics, conference collateral, brochures, postcards, posters, catalogs, books, direct mail packages, signage and displays, while maintaining association brand and graphic standards.
 - **Awards: Art Direction:** APEX Awards For Public Excellence, Grand Award, Category: Brochures, Manuals & Reports, *Adult Fitness Examination*, APTA, 2013
- Provide design consultation and artwork to Web Services and Public Relations.
- Collaborate with editors and graphic design department on a daily basis.

November 2005-September 2015
Art Director of *PTinMotion* and *PTinMotion Extra*

- Conceptualize and design each article and section of *PTinMotion* and *PTinMotion Extra*, digital edition, both award-winning publications.
 - **Awards:** ASAE Gold Circle Award, Category: E-magazine, APTA, *PTinMotion Extra*, 2013
APEX Awards For Public Excellence, Award of Excellence, Category: Magazines & Journals—Electronic & Web, *PTinMotion Extra*, 2013
- Art direct, manage photo shoots, purchase and/or create other graphic elements for *PTinMotion* feature articles and APTA publications based on a yearly budget.
 - Redesigned and rebranded *PTmagazine* into *PTinMotion* in 2009. By replacing profile based photoshoots with created or sourced conceptual artwork, the production cost was reduced by \$1000-\$2000 per month.

Roberson Design—Washington, DC
June 2002-January 2005
Senior Graphic Designer

- Developed marketing materials for a diverse client base.
- Collaborated with illustrators, photographers, and copywriters on project concepts.
- Handled daily client and vendor contact.

Education

James Madison University
Bachelor of Fine Arts, Major: Studio Art with concentration in Graphic Design, 2002

Computer Skills

Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Muse, Microsoft Word, Microsoft PowerPoint, Mac OS, Windows

Ongoing Education

HOW Design Conference, InDesign Secrets Live!: Beyond Print: EPUB and Interactive Documents, General Assembly: User Experience Design, various online Adobe seminars