



+1(617) 417.2971

ALEX@BIXDESIGN.CO

HTTPS://BIXDESIGN.CO



# Alexander Bixby

ASSOCIATE CREATIVE DIRECTOR / GRAPHIC DESIGNER

Oh hey. My name is Alexander Bixby, and I am a classically trained design professional. I was born and raised in small-town New Hampshire, with an affinity for creative outlets; my passion for design began with a certificate program in high school. This led me to Cambridge/Boston, where I studied, worked, and lived for 13 years. I moved to Maine in September 2019 and want to continue creating inspiring design solutions while enhancing my knowledge and experience.

Thank you for your consideration, and I look forward to hearing from you. ♥ Bix

## :: EDUCATION

**BACHELOR of FINE ARTS in DESIGN**  
CLASS OF 2010

The Art Institute of Boston  
at Lesley University

(known today as Lesley University College of  
Art & Design or LUCAD)

**PROFESSIONAL DIPLOMA in UX DESIGN**  
August 2022 - June 2024

UX Design Institute  
Glasgow Caledonian University

## :: SKILLS

Advertising  
Art Direction  
Brand Identity  
Creative Direction  
Iconography  
Interactive Design  
Information Design  
Layout  
Logo Design  
Photography  
Print Design  
Responsive Design  
Typography  
User Experience  
User Interface  
Web Design

## :: EXPERIENCE

### BIX DESIGN CO.

FREELANCE GRAPHIC DESIGNER  
DEC. 2019 - TODAY

While I've always kept myself busy outside of my day job, I've ramped up my freelance career in the last few years, spending more time working with local, more brand identity-oriented clients in the region and beyond. Many of these projects have really allowed a more unrestricted, further exploration of design and have helped to accumulate a better understanding of working personally with clients.

### OVERDRIVE INTERACTIVE

SR. INTERACTIVE DESIGNER  
→ ASSOC. CREATIVE DIRECTOR  
SEPT. 2012 - AUGUST 2023

During my tenure at Overdrive, I went from being a relatively inexperienced, mostly print-oriented designer to an experienced digitally-focused designer, after which I was promoted to ACD and was a crucial part of revamping the creative department and helping lead a small design team. While I spent most of my time art-directing several websites, landing pages, brand campaigns, and other online media for various clients, I also contributed to redesigning and rebranding Overdrive's website and other digital campaigns throughout the agency.

## :: TOOLS

Illustrator ●●●●●  
InDesign ●●●●●  
Photoshop ●●●●●  
Figma/Sketch ●●●●●  
ProCreate ●●●●○  
Microsoft Office ●●●●○

### THE ADK GROUP

LEAD DESIGNER  
APR. 2012 - AUG. 2012

Worked for the summer with a small marketing consultancy as the Design Lead for both interactive and print media, for both internal and external projects. Clients included many well-known Boston-area restaurants, municipal agencies, and real estate agencies.

### BENDING BRICK STUDIOS

FOUNDER & CO-ART DIRECTOR  
DEC. 2010 - SEPT. 2012

Helped create a part-time, full-service design business in which we focused on local restaurants and other small businesses in the area. We produced an effective business model, made engaging, well-thought-out work, and gained insights into the industry.

## :: APPLICABLE ADJECTIVES

Adaptable  
Collaborative  
Communicative  
Conceptual  
Eager  
Insightful  
Proactive  
Reliable

### DICKINSON LAB

GRAPHIC DESIGNER  
APR. 2011 - APR. 2012

Consistently maintained large, diverse projects while working directly with clients ranging from non-profits in JP to high-end salons in Back Bay. Work focused on everything from websites and digital ads to brochures and ad buys in local magazines or on the T.

## :: HOBBIES

35mm Photography  
Art  
Books  
Design (obviously)  
Exploring  
Food/Libations  
Hockey  
Home-renovation  
Movies  
Soccer  
Vinyl Records

### THE BOSTON GROUP

INTERM / JUNIOR DESIGNER  
AUG. 2010 - JAN. 2011

Tasked with the responsibility of creating and revising advertising for a Fortune 100 company with global promotions and publications while working with multiple creative teams. Generated multiple front-end web designs and helped with general production.



HEART  
• OVER •  
GLORY