

# ALEXANDER ABRIAM

VISUAL DESIGNER + PHOTOGRAPHER

916 · 753 · 8595  
alexanderabriam.com  
alexander.abriam@gmail.com  
San Francisco, CA

## EXPERIENCE

### EDUCATION

SAN JOSE STATE UNIVERSITY  
Graphic Design + Photography  
Bachelor of Arts

GENERAL ASSEMBLY  
User Experience Design Circuit

### SKILLS

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Photo Retouching  
CameraOne  
Lightroom  
Sketch  
Principle

### INTERESTS

My Dog Kenzo  
Photography  
Travel  
Fashion  
Food  
Dance

### INTERACTIVE DESIGNER, APPLE | May 2017 - Present

- Creative lead on Apple's Interactive Retail Team through TEKsystems, designing seasonal content and interfaces for Apple.com and a range of other media platforms
- Collaborate with art directors, copywriters, and UX to translate key merchandising strategies into visual concepts, prototypes, and high-fidelity designs that are presented to key stakeholders
- Adapt and scale designs for different devices, locales, and environments and present solutions to the wider creative team
- Review production and implementation of deliverables, consulting with cross-functional teams to ensure assets adhere to all brand standards and support the design intent from concept to launch

### ART DIRECTOR, BANANA REPUBLIC | Apr 2015 - Apr 2017

- Built seasonal campaigns and editorial stories in partnership with the Creative Director and cross-functional leads by conceiving, designing, presenting, executing, and producing ideas and collateral that achieve objectives with a focus on interactive experiences
- Oversaw all digital collateral for North American, European, and Japanese markets, ensuring creative aligns with brand identity and strategic initiatives
- Led UX and design for seasonal page redesigns, utilizing customer engagement metrics to develop wireframes, prototypes, style guides, and high-fidelity mockups to present to senior leadership
- Managed and mentored a team of 12 junior and senior-level designers, providing feedback, art direction, and professional development opportunities such as company-wide UI/UX workshops
- Senior Visual Designer (Apr 2015 - Jul 2016)

### LEAD VISUAL DESIGNER, GAP | May 2012 - Mar 2015

- Led design and execution for global brand campaigns including Gap x GQ Best Menswear Designers of the Year
- Collaborated with editorial, marketing, and web development to concept and design women's + men's digital content for Gap.com and a range of other media platforms
- Provided art direction for on-figure and still life photography utilized in digital + in-store marketing
- Junior Visual Designer (May 2012 - Jan 2013)