

Alex Rearick

Creative Director

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Profile

Visionary leader and experienced manager translating ideas across design, strategy, and marketing for commercial brands and mission-driven organizations. Experience includes integrated campaigns, visual identity, messaging, art direction, content development, post-production, and retail activation. Highly adaptable, analytical and supportive.

Creative Director – LaPlaca Cohen, New York

2015 – 2020

Integrated Creative Director and head of design. Core member of leadership and business development teams, reporting directly to Managing Director and CEO. Elevating brands through improved product, efficient workflows, and cross-disciplinary thinking, while helping a range of organizations tell their story.

Clients include: New York Botanical Garden, The Met, Penn Museum, Natural History Museum of Los Angeles County, Isabella Stewart Gardner Museum, Museum of the City of New York

- Produced, designed and directed video, advertising, visual identity, and digital media targeted at building awareness and increasing audience engagement, with restricted timing and budgets.
- Launched Culture Track, an innovative national study of cultural audience behavior, with a refreshed identity, interactive website, events, workshops, and thought leadership.
- Refreshed agency marketing materials including a new Wordpress site, brand video, documentary series, proposal templates, brochures and collateral.
- Improved work culture by restructuring roles and integrated-process, managing design resources, and providing regular mentorship through coaching, skills-workshops, and annual off-sites.

Associate Creative Director – Publicis, New York

2011 – 2015

Global brand agency lead (BAL) for P&G brands. Managed teams of copywriters and art directors remotely between New York and Chicago on integrated campaigns, brand principles, and partnerships.

Clients include: Crest, Whitestrips, Pro-Health, Scope, Oral-B, Fixodent, Vicks, DayQuil, NyQuil.

- Led retail component of integrated campaigns and product launches for billion dollar brands.
- Liaison between agency partners for brand advertising, PR, SEO, and digital, while presenting directly to Brand Managers, Marketing Directors, and Global VP's in New York and Cincinnati.
- Designed and established key art, strategic communications, brand standards, and toolkits.

Senior Art Director – Arc Worldwide, Chicago

2008 – 2011

Lead creative on regional activations for major retailers and global initiatives for emerging markets. Art direction, design, e-commerce, shopper strategy and integrated marketing.

Clients include: P&G Oral Care, Walmart, Walgreens, IOC, Disney, NFL, Target, Amazon.

- Concepted and executed key art, establishing visual direction across all touch points.
- Collaborated with account directors, copywriters, strategists, producers and vendors.
- Built efficient production workflows for asset libraries, naming conventions, file management, product pages and packaging.

Art Director / Designer – Resolution Design, Sydney

2007

Collaborated directly with agency producers, directors, and 3D animators on TV commercials with high production value in a small studio environment. Design, edit, compositing, art direction, and illustration.

Clients include: Canon, Dow, Challenger Investments.

Designer / Flame Assistant – Filmworkers Club, Chicago

2003 – 2006

Assistant for three online suites in a fast-paced post-production environment, working directly with agency producers, editors, and technical directors. Visual FX, compositing, style frames, and finishing.

Clients include: Budweiser, Orbitz, KitchenAid, Corona, Sears, Kraft, Gatorade, SC Johnson, Aflac.

Education

Northern Illinois University

BFA, Illustration

Design Study - Milan, Italy

Mobile UX

SVA Summer Intensive

Latin Jazz, Piano

Emilio Teubal

Interests

Environment, Conservation, Sustainability, Human and Animal Rights, Hospitality, Food Systems, Education, Community-Building, Design for Good