

The Resume of Alex Cue

Contact information

14374 Heywood Ave.
Apple Valley, MN 55124
319-610-5446
cue.alex@gmail.com

Portfolio available online at
www.alexcue.com

References available upon request

PERSONAL STATEMENT

“What it all boils down to is a driving passion to continually improve myself. I do this because I can’t NOT do it. It calls to me. I wake up in the middle of the night, scrambling for a Post-It so I can get an idea down, even if I don’t fully understand it at the time. Being able to say you love what you do is a precious commodity, and I believe that I do, wholeheartedly. I hope that you’re looking for the kind of genuine enthusiasm I embody, but personally, I’ll be doing this until I croak, job or not. It’s just who I am.”

TECHNICAL PROFICIENCY

Platforms – Mac OSX & Windows XP/Vista/7

Applications – Adobe CS5 and previous (Photoshop, Illustrator, InDesign), Microsoft Office (Word, Excel, PowerPoint)

AWARDS

2006 TIME magazine - “Person of the Year.”

2009 Gold ADDY award in Video – “Problem Solved! Video Series”

2010 Silver ADDY award in Video – “Graphic Organizer Video Series”

2011 Silver ADDY award in Specialty Advertising – “EdgeCore Holiday Shirt”

EXPERIENCE

Minneapolis Public Schools, Culinary & Nutrition Center – Minneapolis, MN

Graphic Designer — July 2012 – Present

In conjunction with MPS’ total overhaul of school lunch offerings, was responsible for comprehensive rebranding of the department’s look, including signage in over 60 schools, informational flyers and monthly menus. Handled all graphic needs as sole designer in the department.

Select Work:

Monthly Menus – *Completely overhauled lunch menus to reflect the new food choices available, while increasing information density and readability.*

Food of the Month Flyers – *Illustrated and designed informational flyers for students about select foods found on the menu each month.*

EdgeCore – Cedar Falls, IA

Graphic Designer — May 2009 – May 2012

Worked in a collaborative, dynamic environment with a tight-knit team. Responsible for creating direct mail campaigns for a client base of wireless agents. Responsible for art direction after department head’s departure (Nov. 2011–present). Work load was large-volume, quick-turnaround with many simultaneous projects, while overseeing department’s creative output.

Select Work:

Verizon Wireless – *Helped implement “Rule The Air” campaign for indirect wireless agents; also created many custom direct mail campaigns for agents who wanted a unique look to their pieces*

UNI Dept. of Education (SOAR) – *Created artwork & video graphics for over 20 educational math & reading videos, sponsored by a grant from the Dept. of Defense*
CAR Financial – *Brand refresh for an auto dealer finance company: art direction, website, printed materials & environmental graphics*

Internal – *Art direction & collateral design for company rebranding; Created several company shirts for various functions, winning an ADDY award for one*

The Resume of Alex Cue

"Alex has always been extremely easy to work with, and the end result has never been anything short of phenomenal. I have hired him for several smaller yet detail-intensive projects, and have never been disappointed. I have no problem recommending Alex for any graphic design needs one might have."

—Thomas DeCook

Dynamic Imaging Group – Cedar Falls, IA

Graphic Designer/Pre-Press/Digital Press Operator — April 2008 – March 2009

Operation of several commercial digital printers. Designed and laid out short-run publications for small clients as well as a variety of signage.

✦ Select Work:

Todd Maritime Services – *Collaborative refresh, including new print collateral*
Internal – *Organized a method for naming, indexing and saving job assets on the company server, reducing time spent searching for files by a significant percentage*

T8DESIGN – Cedar Falls, IA

Intern/Graphic Designer — September 2007 – January 2008

Experienced the tempo and enthusiasm of working for a web startup; honed skills in interaction & user interface design; produced several website front-ends while working in a collaborative Flash-based CMS-based environment.

✦ Select Work:

Chesapeake Companies – *Updated website with clear hierarchy and navigation*
Internal – *Developed internal job tracking forms in collaboration with a backend database developer for better client management and time tracking*

Freelance – Cedar Falls, IA

Graphic Designer — January 2005 – Present

Tasteful, comprehensive solutions for weddings; art direction for independent film's print campaign; illustration for a variety of clients.

✦ Select Work:

LoopStack App – *Concept, design & identity for an Android music app with 50K-100K total installs on the Android Market*

Wedding Materials – *Design & production of all printed collateral for several weddings including save-the-dates, monograms, invitation packages, programs, and thank-yous*

FRAG: The Movie – *Art direction for printed campaign, including posers, DVD artwork, press kits, business cards, and more*

Waterloo Community Playhouse – *Illustrated poser designs with vibrant colors and easy-to-read information callouts.*

EDUCATION

University of Northern Iowa – Cedar Falls, IA (2005-2007)

✦ Bachelor of Arts in Graphic Design, 2007

Wartburg College – Waverly, IA (2003-2005)

✦ Studied Graphic Design