



website
alphaplex.tv

mobile
(937)723-1862

e-mail
alphaplextv@gmail.com

ALEX PIASCIK

ART DIRECTOR • GRAPHIC DESIGNER

I'm an art director and graphic designer with over 15 years of experience across a wide range of media, including motion graphics, print design, and UI/UX design. I can help you to leverage the strengths of different media to reach potential customers in memorable and effective ways.

I love all forms of art and communication. This enthusiasm translates into a relentless drive to create captivating experiences for the end-user that hit home with their message.

EXPERIENCE

- **Motion Graphics Designer**
WRGT | WKEF
Dayton, Ohio
August 2014 - Present

Currently I work in the Creative Services department of an ABC / FOX duopoly where I: design elements for on-air promotion, commercial spots, web, print, and promotional campaigns; art direct photo shoots; maintain the stations' brand across multiple media; and work with outside vendors to produce print collateral.

- **Design Director**
WOOD | WOTV
Grand Rapids, Michigan
May 2012 - July 2014

I managed the Design department of an NBC / ABC duopoly where I: designed graphics for on-air news broadcasts, print collateral, and promotional campaigns; maintained the stations' brand; supervised the work of a junior designer; and supervised the production of station collateral by print vendors.

- **Senior Designer**
WTOL
Toledo, Ohio
April 2011 - May 2012

I was hired by the Toledo CBS affiliate to implement a new automated graphics production workflow using Chyron hardware & software, install Chyron graphics templates provided by the Raycom Design Group, and design graphics for four daily newscasts in a fast-paced environment.

- **Design Director**
WTVG
Toledo, Ohio
July 2007 - April 2011

I managed the Art Department at an ABC affiliate where I: created motion graphics for commercials and on-air promotional spots; designed print elements including ads and signage; maintained the station's brand identity; and supervised the work of on-air graphics operators.

- **Design Director**
WTKR
Norfolk, Virginia
July 2003 - July 2007

I managed the Art Department at a CBS affiliate where I: created motion graphics for commercials and on-air promotional spots; designed print elements including ads, signage and billboards; maintained the station's brand; and supervised the work of two junior designers, including project assignments, art direction, and employee reviews.

- **Senior Designer**
Cinemagic, Inc.
Harrisburg, Pennsylvania
October 2000 - June 2003

I worked at a motion graphics and web development company where I: designed websites and DVD menus for clients including Sports Illustrated and MTV Networks; designed motion graphics and edited corporate videos for clients including McCormick Foods and Aetna Insurance; and helped design graphics packages for network TV affiliates across the country.



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EDUCATION

- **State University of NY
College at Fredonia**

Fredonia, New York
Major: Graphic Design
G.P.A. - 3.6
Graduated: May 1994

- **Mohawk Valley
Community College**

Utica, New York
Major: Advertising Design
G.P.A. - 3.8

SOFTWARE SKILLS

Photoshop	● ● ● ● ●	Acrobat	● ● ● ● ●
Illustrator	● ● ● ● ●	HTML 5	● ● ● ● ●
After Effects	● ● ● ● ●	CSS	● ● ● ● ●
Cinema 4d	● ● ● ● ●	Javascript	● ● ● ● ●
Premiere	● ● ● ● ●	Powerpoint	● ● ● ● ●

PROFESSIONAL SKILLS

Motion Graphics	● ● ● ● ●	Photo Retouching	● ● ● ● ●
Print Design	● ● ● ● ●	Script Writing	● ● ● ● ●
UI / UX Design	● ● ● ● ●	Video Editing	● ● ● ● ●
Typography	● ● ● ● ●	Pre-Press	● ● ● ● ●
Art Direction	● ● ● ● ●	Project Management	● ● ● ● ●

AWARDS

- BDA Gold Award 2006
- BDA Gold Award 2005
- Regional Emmy 2005
- IABC/Harrisburg Capital Award

HOBBIES & INTERESTS



View my LinkedIn profile at: [linkedin.com/in/alphaplextv](https://www.linkedin.com/in/alphaplextv)