

Bos Alvertos | Art Director

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Experience

SENIOR PRODUCT DESIGNER, POPCORN PALACE; CHICAGO, IL — 2016 - CURRENT

- Overseeing and implementing user interface design and user experience strategy for all current and future digital products.

ART DIRECTOR, ONE NORTH INTERACTIVE; CHICAGO, IL — 2015 - 2016

- Work with the Managing Director of Creative Services, providing creative input, thought leadership, guidance and design services to One North's creative team and clients.
- Exhibited a thoughtful and informed design approach to bolster clients' brands digitally.
- Utilized strong conceptual thinking and innovation to execute on designs that leverage expertise in brand, strategy, creative and technology.

SENIOR ART DIRECTOR, SAPIENT NITRO; CHICAGO, IL — 2014 - 2015

- Responsible for the development and execution of creative concepts for leading-edge marketing and Web solutions. Collaborating with designers, copywriters, content strategists, and interactive and front-end developers to create creative concepts according to creative brief requirements including typography, photography, color and other ingredients appropriately to create innovative visual solutions that meet business and user needs.
- Contribute to the development of the creative team's culture and quality standards by day-to-day delegation of responsibilities to other designers, art directors, writers and interactive developers. Educate other team members, not exclusive to the creative team, through project development and performance management.

WEB DESIGNER/DEVELOPER, W.W. GRAINGER, INC; LAKE FOREST, IL — 2012 - 2014

- Collaborating with Marketing Management teams to develop art direction and implement design standards including user interface and user experience, photography, print collateral, online display remarketing, and email campaigns, across all seven Grainger Exclusive Brands.
- Lead designer for Grainger iPad App launch awareness campaign. Developed and oversaw design aesthetics and experience for mobile optimized landing page, online display remarketing, email campaign, video and photography production and print collateral, based on feedback from concept presentations with Vice President eCommerce Strategy, Senior eCommerce Strategy Managers and Creative Director.
- Defined design and behavior of high impact online display remarketing media with Dotomi. Worked closely and collaborated with external designers and developers to implement new design standards.
- Worked with Online Merchandizing team to standardized and implement site wide landing page templates to be used by marketing design team.

SENIOR INTERNET DESIGNER, CDW; VERNON HILLS, IL — 2010 - 2012

- Developed and maintained creative design for CDW online display advertising and high impact rich media to communicate the CDW brand. Managed and oversaw production for display advertising to ensure optimization and implementation of brand standards.
- Conducted overhaul of site interface and user experience for Internal Seller Portal and Learning Center, while managing relationships with third party agencies and vendors and internal stakeholders to ensure a timely launch. Responsibilities included establishing design language, overseeing Alpha and Beta testing, and implementing site technology standards.

UI/UX DESIGNER, CHICAGO WORKS; CHICAGO, IL — 2011 - 2012

- Conceptualized, defined and designed user experience and interface for both Apple iOS and Android mobile platforms.

UI DESIGNER/DEVELOPER, JONES LANGE LASALLE; CHICAGO, IL — 2009 - 2010

- Standardized user interface and experience for commercial real estate landing pages. Enhanced customer experience by implementing dynamic and interactive content and media for Commercial Real Estate Brokers.

Education

The Illinois Institute of Art - Chicago, IL - BFA - Interactive Media Design — 2009

Skills

Software Applications: Adobe Creative Suite, Sketch, InVision, Final Cut Pro X

Scripting Languages: HTML & CSS

Awards

- The Illinois Institute of Art Chicago Portfolio Show - 2009 Best in Show Interactive Media Design
- National Law Journal - 2015 #1 Law Firm Website Design Service