

alex judson

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I am a Designer and Creative Director with a background in motion, print and digital media. With more than a decade of experience as a creative lead, I am a dedicated manager specializing in the development and execution of compelling and effective marketing content.

I have worked both as a vendor and on the client side of all types of creative projects. I have extensive experience with pitching, conception and the development of both still and motion shoots.

Creative Director - Creative Marketing / USA Network / NBCUniversal
December 2010 - Present

Overseeing and managing a team responsible for the design and development of marketing materials, show opens, ad sales integrations and network branding for shows including The Sinner, Mr. Robot, Suits, Damnation, WWE Raw and Smackdown Live.

Creative Director LXTV / NBC Local Media / NBCUniversal
June 2008 - December 2010

Managed the design team in developing a visual identity for the lifestyle entertainment brand owned by NBC for Digital, on and off-air.

Co-founder, Creative Partner / goodlookin'
July 2005 - September 2007

Co-founded goodlookin', a creative agency that specializes in branding and marketing television networks and advertisers. Clients included, MTV Networks, We Network, MSG, DDB amongst others.

Sr. Designer/Animator On-Air Promos / MTV Networks
December 2000 - July 2005

Designed and animated original on-air promotions for shows including The Osbournes, Viva La Bam, Punk'd, The Real World, Road Rules, VMAs and MTV Movie awards.

Freelance Graphic Design / Art Direction Services
January 1997 - December 2000

Designed and produced an array of graphics and branded materials for clients including MTV, VH1, Nickelodeon, DDB, Cotton Inc., Pfizer, and Subaru.

Graphic Designer / Lucasfilm
June 1996 - January 1997

Designed printed and digital materials for the THX brand of LucasFilm.

Education

Parsons School of Design
Communication Design, Class of 1996,
BFA

Art Students League of New York
Painting and Life Drawing, 1987 - 1989

Cleveland Institute of Art
Lacoste School of the Arts, Summer 1987

Skills

Concept Generation & Development, On-Set / Studio
Creative Direction, Management, Leadership & Team
Building, Design, Typography & Brand Identity.

Software

Mac OS, Windows, Adobe Creative Suite, Cinema 4D,
Maya, DaVinci Resolve, Avid Media Composer,
Microsoft Office, Keynote, HTML, JavaScript, CSS