



212-731-4987



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AleverStudio@gmail.com

EXPERIENCE

- **Associate Creative Director / Senior Art Director**

2012–Present Eastwest Marketing Group, NYC / PM.G

Responsible for ideation, sketching and digital execution of in-store marketing programs, packaging design, brand development and consumer promotions. Clients include: Mondelēz International, Green & Black's, Coca-Cola, Vea Snacks, Jose Cuervo Tequila, NCAA, Team USA, Xbox, Nintendo, NASCAR and Army-Navy Game.

- **Senior Art Director**

1998–2012 Eastwest Marketing Group, NYC

Provided creative solutions, digital execution and original artwork for a wide range of promotional materials, packaging design, web developments, storyboards and on-air and print campaigns. Clients include: Jell-O, Post Cereals and Snacks, Cool Whip, Ocean Spray, Kraft, Vitaminwater, Applebee's, Howard Johnson, Electrasol, L'Oréal, Lysol, Air Wick, Paramount Pictures, Discovery Kids, Nickelodeon, NBC Universal, Warner Home Video, Warner Bros., Weinstein Co., Scholastic, Wounded Warriors Project, Sony, Sharp and LEGO.

- **Art Director**

1995–1998 Chilton/ABC Publishing, NYC

Supervised and designed monthly issues, annual reports and catalogs for Multichannel News and American Metal Market. Illustrated and designed select features and covers for Multichannel NewsInternational, Video Business, Video Software, EyeWear, Cablevision, Wireless Week and others.

- **Graphic Designer**

1990–1995 Merchandising Workshop Inc., NYC

Responsible for layouts, illustrations and comps for a broad range of advertising programs and core packaging designs. Involved in all phases of art for production, including mechanicals, stat camera and color/transfer keys. Clients include: Revlon, Sharp, Sony, Fuji, Philip Morris, General Foods and Johnson & Johnson.

- **Assistant Art Director**

1990 Plenum Publishing Corp., NYC

Designed and executed print ads, flyers, brochures, trade posters, catalogs and newsletters for scientific and technical publications.

TEACHING

- **Adjunct Professor**

2013–Present St. John's University, NYC

Develop and teach courses in Media Graphics and Graphic Design.

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ALEXANDER VERBITSKY

AWARDS

• Gold Design of the Times

- 2016 – Nabisco Bring Home the Holidays Display

OMA Global Awards

- Gold 2018 – Nabisco & Coca-Cola United by Football Joint Lobby Display

- Silver 2015 – Nabisco 5SOS Back-to-School Display

- Display of the Year 2014 – Nabisco Make the Holidays Magical Display

Silver Design of the Times

- 2013 – Nabisco One Direction Display

Platinum Winner/Gold POPAI Award

- 2013 – Marketing and Retail Award for Nabisco Holiday Displays

Promo Awards

- 2009 – Best Premium-Based Promotion for Pebbles Big Taste Adventure

- 2004 – Best Promotional Campaign for Lord of the Rings Adventure Card

Kid Power Award

- 2004 – Best Campaign in Media/Publishing

Graphic Design USA

- 1997 – Award for Excellence in Communication and Graphic Design

Chilton/ABC Television and Disney Publishing

- Best Illustration – 1995, 1996, 1997, 1998

- Best Magazine Design – 1997

EDUCATION

• Stieglitz State Academy of Art & Design, Saint Petersburg, Russia

1981 – 1986 MFA in Interior, Industrial and Graphic Design

Serov Art College, Saint Petersburg, Russia

1975 – 1979 BA in Graphic and Interior Design

ADDITIONAL COURSES:

School of Visual Arts, NY

2010 Creative Copywriting

School of Continuing Education, NY

2007 Web Design Fundamentals

Printing Trades School, NY

1990 – 1991 Desktop Publishing Program

Fashion Institute of Technology, NY

1990 – 1991 Advertising Design

SKILL SET

• Photoshop, Illustrator, InDesign, Premiere Pro, PowerPoint, Keynote