

RENEÉ AURELIA ALARID

art director / senior interactive designer / motion graphic designer

Creative thinker with experience in television, mobile, web, brand and print design. Specific areas of expertise include: building partnerships, being passionate about design, and able to create innovative marketing strategies and campaigns.

HSN / MOTION GRAPHIC DESIGNER

04.2014 TO PRESENT

Develop, design, illustrate and animate creative concepts provided by creative directors and or art directors for on-air branding, promotion and advertising for HSN, while meeting the HSN objectives and strategies and adhering to tight deadlines.

RENEE ALARID DESIGN & MOTION / UI/UX, MOTION GRAPHICS AND BRANDING DESIGNER

10.2013 TO 04.2014

Independent designer focused on delivering interactive and graphic design solutions that include: pre-press production, art direction, branding/re-branding, websites, motion graphics and UI/UX design for new and existing business relationships with clients, vendors and freelance artists.

DDC ADVOCACY / ART DIRECTOR

04.2011 TO 10.2013

Provided hands-on art direction for grassroots services, inclusive of international, national, and on-the-ground field support to cutting-edge online advocacy services. Responsible for front-end design of community, advocacy and Political Action Committee sites. Collaborated with and led creative team of designers.

CAPTICO / SENIOR VISUAL DESIGNER

04.2009 TO 01.2011

Responsible for creating page layouts for all custom websites. Designed motion graphic opens and wipes for video presentations and projects.

AOL-TIME WARNER / SENIOR VISUAL DESIGNER

08.2007 TO 03.2009

Provided hands-on interaction design of the Portfolios portion of the Money & Finance Channel. Worked with the advertising & editorial teams to create unique experiences to increase views for the Money & Finance Channel.

DISCOVERY COMMUNICATIONS / GRAPHIC DESIGNER

03.2006 TO 08.2007

Responsible for creating press kit and other promotional material for Miami Ink, TLC. Created the e-mail blast, advertisements, and postcard for Egypt's New Tomb Revealed, Discovery Channel.

EDUCATIONAL LEAVE

08.2004 TO 08.2005

FELD ENTERTAINMENT / GRAPHIC DESIGNER

03.2001 TO 08.2004

Responsible for creating web pages, banners, and eBuzz for upcoming shows and promotions for all Disney on Ice events and Ringling Bros. Circus. Worked closely with Ringling Bros. and Disney on Ice Brand Departments.

BEACH ASSOCIATES / PRODUCTION DESIGNER

03.2000 TO 03.2001

Designed the company's logo and created marketing material for the company. Worked on motion graphics for clients of the company.

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EDUCATION

VANCOUVER FILM SCHOOL

DIGITAL DESIGN

2004 TO 2005

NEW MEXICO HIGHLANDS UNIVERSITY

B.F.A., VISUAL COMMUNICATIONS

B.A., COMMUNICATION ARTS

1994 TO 1998

COMPUTER SKILLS

Adobe Creative Suite

Expert

After Effects, Final Cut Pro, Premiere

Excellent working knowledge

3D Studio Max, Cinema 4D

Good working knowledge

Dreamweaver, Flash

Good working knowledge with

Understanding of action script

Wordpress, HTML, CSS

Good working knowledge with

Understanding of javascript and

code writing

ProTools, Soundtrack Pro

Good working knowledge of audio

PROFESSIONAL ORGANIZATIONS

AIGA

Art Directors Club DC

VA Film Office Directory

DC Web Women

NOTABLE WORK

HSN

The Hundred-Foot Journey

Minajesty by Nicki Minaj

Keith Urban Guitar - Urban Guitars

DDC Advocacy

www.energycitizens.com

www.gmcar.gm.com

www.healthactionnetwork.com

Freelance opportunities

Smithsonian Latino Center

The Apareció Foundation

Downtown Silver Spring