

Aleksei Dubrovsky

GRAPHIC DESIGN / ART DIRECTION

CONTACT

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EDUCATION

College of Visual Arts

344 Summit Avenue North Saint Paul, Minnesota 55102

Bachelor of Fine Arts

Communication Design

Fall 2001 to Spring 2004

EMPLOYMENT

Initio Advertising

December 2004 to present

212 Third Avenue North Minneapolis, Minnesota 55401

Designer / Art Director

- Collaborated on – and maintained – high-level positioning, strategy, design, and art direction on several extensive branding campaigns
- Concepted and designed: identities, indoor & outdoor P.O.P., print advertising, packaging, web design, interactive media, and several other avenues of communication
- Art Directed several comprehensive photo – and video – productions involving: location, talent, photographer, producer and final execution coordination

Daystar Gazebos Inc

March 2003 to present

863 24th Avenue Southeast Minneapolis, Minnesota 55414

Designer

- Brought a specific and strategic branding campaign to a company that was visually chaotic and lacking any sort of identity cohesiveness
- Raised a small-town gazebo making business to a higher level of visual sophistication, building a stronger and more engaging campaign for the future of the company

Squad 19

January 2004 to June 2004

21 West 34th Street South Minneapolis, Minnesota 55408

Designer

- Concepted, designed, and built web sites and web banner ads from scratch as well as monthly maintenance to ensure site usability
- Produced black and white as well as four color process screen printed gig posters for several bands and venues