



ALANNA CERVENAK



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WORK EXPERIENCE

ASMADI GAMES, ART DIRECTOR/SOCIAL MEDIA COORDINATOR

NOV 2013 - PRESENT

- ♦ Head designer responsible for: User Interface design, multi-page instruction manuals, packaging, marketing, advertising, and social media content for tabletop card games.
- Responsible for yearly GenCon event coordination, managing over 20 company volunteers, interacting with press and company heads, and assisting thousands of attendees.

SANDBOX STRATEGIES, GRAPHIC DESIGNER

MAY 2013 - JUNE 2013

- ♦ Worked directly with co-founder and social media manager to conceptualize and create a company sell sheet to send to clients in the video game industry.

QELLO, GRAPHIC DESIGNER

NOV 2011 - JUNE 2012

- ♦ Created Google TV app under rapid deadline.
- ♦ Sliced & labeled website assets/prepared new web design.

BOSTON MAGAZINE, PRODUCTION DESIGN INTERN

JAN 2010 - APR 2010

- ♦ Designed magazine articles, over 40 advertisements, over 20 sell sheets.
- ♦ Overseeing Marketing Interns for various projects.
- ♦ Created promotional materials for "Best of Boston" celebration.
- ♦ Managed and nurtured contact with marketing clients.

ARAMARK, GRAPHIC DESIGNER

OCT 2009 - DEC 2011

JOURNEYMEN THEATREWORKS, GRAPHIC DESIGNER

MAY 2008 - MAY 2010

EDUCATION

THE NEW ENGLAND INSTITUTE OF ART

MAY 2007 - MAY 2010

Bachelor of Science in Graphic Design [GPA – 3.7]

Graduated as an official member of the Alpha Beta Kappa National Honor Society.

SOFTWARE KNOWLEDGE

ADOBE INDESIGN, PHOTOSHOP, ILLUSTRATOR, LIGHTROOM, MICROSOFT OFFICE,
DSLR PHOTOGRAPHY.