

ALANNA CERVENAK

Art Director and Creative Team Lead

WORK EXPERIENCE

PRIVATE DIVISION - ART DIRECTOR

MAY 2019 - PRESENT

- Lead role focused on creating, growing, and overseeing the Creative Services department and it's team members. Responsible for team creative direction, guidance, and approvals.
- Creative role focused on designing for First Party storefronts (PlayStation, Nintendo, Xbox, Steam, EGS), digital paid media, print media, merchandise, physical packaging, out of home ads, branding and logo design, keyart oversight for all projects across the portfolio.
- Tasked with maintaining relationships, project oversight, and approvals with additional partners including developer partners, ESRB, Domestic and International Operations teams, Legal review, First Party partners, and retail partners.

ASMADI GAMES - ART DIRECTOR

NOV 2013 - MAY 2019

- Lead Graphic Design and Marketing role involving User Interface design, packaging, branding, and multi-page instruction manual design for tabletop board games, creating social media content, marketing and crowd funding campaigns.
- Responsible for maintaining relationships with external partners, agencies, manufacturers, event coordinators, and creative freelancers.

FREELANCE GRAPHIC DESIGNER

JAN 2010 - OCT 2013

SANDBOX STRATEGIES VIDEO GAME PR AGENCY

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

ARAMARK HIGHER EDUCATION

- Created printed and digital marketing materials for NYU's dining services.

BOSTON MAGAZINE

- Production designer role focused on creating magazine article layouts, advertisements, marketing materials, signage, email blasts, and PowerPoint layouts.

EDUCATION

THE NEW ENGLAND INSTITUTE OF ART

2007-2010

Bachelor of Science in Graphic Design [GPA - 3.7]

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

PORTFOLIO

alannacervenak.com



INFO

Alanna Cervenak

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PLATFORMS & TOOLS

PLAYSTATION

Content Pipeline, DevNet, TPRNet

XBOX

Apollo, ArtCERT, RAD

NINTENDO

NPT, NCMS

STEAM

Steamworks

EGS

TITLES SHIPPED

The Outer Worlds

Hades (Physical PS5/XBS[X])

Kerbal Space Program

Ancestors

Disintegration

OlliOlli World

Rollerdrome

After Us

