

KYLE ALIZON CROSS – RESUMÉ

mechanism.kyle@gmail.com

www.alizonstudios.com

(352) 215-8597

HIGHLIGHTS & QUALIFICATIONS

- Highly skilled in both artistic and business arenas, combining knowledge and experience with talent and drive.
- 12+ years of Creative Direction and Strategy experience
- Over 20 years of experience as an entrepreneur and freelance professional in the field of design and marketing.
- Excel at interpersonal communication with all types of personalities, from colleagues to clients
- Excel at communicating advanced visual or technical concepts and ideas in ways that are easily understood
- Able to apply creativity not just visually, but in all areas of marketing, copywriting, teamwork and problem solving.
- Comfortable in a leadership role and in assuming other roles required to find a solution

EDUCATION

1999-2003 Ringling College of Art and Design – Sarasota, FL
BFA Degree: Major in Illustration, Minor in Graphic Design

TEACHING EXPERIENCE

2008 University of Florida - Teaching Fellow - Intro to Graphic Design

2006 – 2007 Ringling College of Art and Design - Adjunct Professor - Portfolio & Illustration Courses

WORK EXPERIENCE

2002 - Present Freelance / Contract Work as Kyle Cross / Metroviking / Alizon Studios

- Creative Direction & Creative Strategy
- Client acquisition and communication
- Concept development
- Brand development
- Campaigns for print and electronic media
- Content Narrative & Copy Development
- Visual Strategy Development

- Website UI / UX design
- Prioritize and delegate assets to internal departments
- Organize and direct video and photo shoots
- Marketing collateral, Stationary systems, etc

Clients: Haxby Collective, AOL, Westfield Corporation, Learnboost, Darwins Brewing Company, Blue Rooster, Dear Bushwick, Prismatic, Darwin's on 4th, The Hub, Beerworks, Sarasota Circus, 6Dot Innovations, Neuro Foundation, Indigenous Restaurant, Dudes Mencare, Sarasota Magazine, Mongoose, Bistro 105

2014

Creative Director, \$6 Shirts, Gainesville, FL

- Rebranding including new logo, type set, icons and web concepts
- Worked closely with web team and internal staff
- Designed T-shirts sold on website
- Copywriting for T-Shirt content
- Web Site redesign

2011-2013

Creative Strategist, Be Creative Studios, Sarasota, FL

- Managed and mentored a team of developers.
- Facilitated proposals and schedules with client service
- Prioritized and delegated projects
- Collaborated with IT and designers to ensure relevant and current technologies were being implemented
- Presented work to clients
- Worked directly with both client service and client throughout the duration of a project
- Managed outside resources and vendors, including writers, designers, photographers, printers and web programmers
- Organized and directed photo shoots
- Designed print and online annual reports, concept development, brand development, interactive design, direct mail, trade show graphics, stationery systems, marketing collateral, brochures, illustrations, print production

Clients: SRQ Airport, Humane Society, Red Cross, Mote Marine Laboratory, Gateway Banks, Blackstone Shoes, Motorworks Brewing, Forty Carrots, Goodwill, Florida Wine & Balloon Festival

2009-2010

Creative Director and Curator, Store 101, Gainesville, FL

- Directed a specialty boutique and design studio with specializations in graphic apparel & brand development.
- Developed brands, apparel, screen printing pre-press and collateral
- Provided full service screen-printing and design services.
- Curated the gallery space and coordinated events and workshops.

Clients: Beandip, Red Tide, She Kills, Rebel 8, Gorilla Riot, Angry Ice Cream, Phil Noto, Erik Jones, Ringling College, Nathan Fox, Nike, Kid Robot

2002-2009

Art Director, DigitalThree Studios, Sarasota, FL

- Responsible for conceptual development, research, design, client meetings and final print collateral.
- Collaborated on creation of promotional material, web design and internal market campaigns.

EXHIBITIONS

May 2011-2013 Mr.Beery's Beer & Starwars Lowbrow Art Extravaganza, Sarasota, FL
Nov 2007-2009 Annual TataGala, Sarasota, FL
October 2008 The Blue Period, Gainesville, FL
August 2008 The Good, The Bad, The Ugly, Sarasota, FL
August 2008 GNV Fashion Week, Gainesville, FL
July 2008 Big Trouble In Little Gainesville, Gainesville, FL

NOTEABLE FREELANCE

June 2009-2014 5th Annual Harvey Milk Festival SRQ, Sarasota, FL
2011 Creative Director at SEE Magazine Sarasota, FL
May 2011 UI Designer - Illustrator, Haxby Collective, Denver, CO
April 2011 UI Designer - Illustrator, AOL, Palo Alto, CA
March 2011 Creative Installation, Blue Rooster Restaurant, Sarasota, FL
November 2010 Creative Installation, Westfield Corporation, Sarasota, FL
November 2010 UI Designer - Illustrator, Learnboost, San Francisco, CA

AWARDS / RECOGNITION

Florida Public Relations Association Award - "Do You SRQ" ad campaign - SRQ Airport 2013
American Graphic Design Award - Blackstone Ad Campaign – 2012
American Graphic Design Award - Shelterbox Annual Report – 2012
ADDY Awards from the American Advertising Federation for D3 - 2005, 2006, 2007, 2008
Store 101 - Best New Store 2008
Gorilla Riot - Featured in Top 100 Underground Brands 2008
Sarasota Film Festival 2007 - Best Community Festival Brand Campaign
Sarasota County Parks - Best Community Map 2007
48 Hour Guerilla Film Festival - Best New Creative Competition Southwest Florida Travel Bureau 2007

AWARDS WON BY CLIENTS RELATED TO MY WORK

Darwins on 4th - USA Today list of best brewpubs in the nation 2014
Indigenous - Best Over All Restaurant 2012
Economic Development Corporation of Sarasota County - Gold Excellence in Economic Development Award from the International Economic Association 2013

SOFTWARE PROFICIENCIES

Adobe Photoshop
Adobe Illustrator
InDesign
Premiere
AfterEffects

LightRoom
Flash
Dreamweaver
Corel Painter 12
Microsoft Word & Excel

ARTISAN SKILLS

All traditional methods of hand created imagery: from acrylic, pencil, oil, and watercolor to screen-printing techniques and processes.