

# Alexandra Ceron

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• <https://alexandraceron.myportfolio.com/>

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## Production Designer

10+ years of experience in digital production and print, I have design experience in the entertainment and agency spaces. While working in fast-paced teams, I have learned to adapt to changing delivery schedules and prioritize projects to meet stakeholder's expectations. I enjoy collaborating with a team as well as working independently. As a resourceful self-starter, I am willing and flexible to learn new processes, procedures and new skills.

## WORK EXPERIENCE

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**Warner Brothers Discovery** • NY, NY • Full-time • Sep 2013 - Dec 2022

### Production Designer

- Designed multiple sizes of approved show art for various networks while following brand guidelines. Responsive sizes used on platforms including Discovery GO apps, Discovery+, FireTV, Apple TV, and Roku.
- Streamlined image delivery process to the CMS for network producers and managers. Archived final files for global creative teams' easy access.
- Facilitated seamless workflow between creative and network producers, improving efficiency and accuracy in asset delivery for all networks.
- Daily production of troubleshooting live show art and logos, consisting of making adjustments and re-uploading corrected files to the CMS.

**A+E Networks** • NY, NY • Full-time • Nov 2012 - Aug 2013

### Production Designer - Contract directly through A+E

- Led final delivery of graphic assets and marketing materials for all channels, including shows like Project Runway on Lifetime.
- Daily production includes optimizing images for web and adjusting layouts, banner ads and light retouching.
- Worked directly with creative directors to create ads featuring artwork from potential advertisers on mylifetime.com pages.

**Artisan Talent/ Onward Search** • NY, NY • Full-time • Jan 2009 - Aug 2012

Production Designer - Various Contract Roles:

### Print & Digital

- HBO (Print & Digital) Off-air creative - Editing interoffice invitations and OOH ads featuring Comcast & DirectTV.
- M.A.C Cosmetics (Print & Digital) QC'd images for web as well as preflight final mechanicals for international delivery. Supported Creative Directors as needed.
- Condé Nast - Architectural Digest (Print) created and edited internal documents such as fliers, invitations, menus, etc for events.
- Viacom - Nickelodeon/Nick.com (Digital) daily image creation for nick.com homepage to highlight upcoming shows and events.
- A&E Networks - Lifetime Network (Digital) created original assets for bio section on Project Runway for each contestant. Worked directly with UX designer to provide images for mylifetime.com.
- Macy's - (Print) edited copy and revised images for a monthly look-book that was used internally.

**Free Range at BBH** • NY, NY • Full-time • Jan 2007 - Oct 2008

**Print Production Designer**

- Collaborated with Print Producers and Creative Directors to build mechanicals, which included checking corrections and while staying within specific style guides. Accounts included: Vaseline, Levi's, and British Airways. All work completed within the in-house agency
- Participated with New Business and Account Teams to design conceptual presentation work. These projects included in-house bookbinding, mounting, scanning, creation of mood boards and digital presentations to be viewed and used by agency clients.

EDUCATION

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**Graphic Arts & Design Diploma**

Wood Tobé-Coburn • NY, NY • Sep 1998 - Sep 1999

SKILLS

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Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Acrobat, Adobe Creative Cloud, Light Retouching, Asana, Communication, Conceptual Thinking, File Transfer Protocol, Word Press CMS, Asset Management