

Alex Vaz

310.927.5778 | Alex@AlexVazOnline.com | LinkedIn.com/in/AlexVaz | AlexVazOnline.com

Profile Summary

Creative, Design and Innovation Leader

Enthusiastic visual design and marketing leader with a deep-rooted passion for innovation and 20+ years of experience delivering strategic brand awareness and growth solutions to a global audience. In-depth knowledge in developing new product concepts, collaborating with cross-functional teams and launching high-performance campaigns across diverse market segments. Versatile creative professional who can manage concurrent projects and thrive in fast-paced work environments. International experience.

Marketing Campaigns | Creative Direction | Art Direction | Strategic Planning | Graphic Design | Website Design | Marketing Materials | Logo Design | Corporate Branding | Rebranding | SEO | Social Media Marketing | Cause Marketing | Innovation | Research & Analysis | Market Development | Product Development | Illustration | Photography

Select Accomplishments

Creative Design

Oversaw website overhaul and redesign process for Children's Hospital of Los Angeles. Collaborated with a cross-functional web development team and **launched an award winning website in less than 4 months.**

Rebranding

Developed key marketing materials as part of Children's Hospital of Los Angeles rebranding project. Successfully repositioned a 100-year-old brand into the **most recognized children's hospital in the country.**

Product Development

Developed a widget-based social media marketing engine for SharkBreak.com. **Generated 4.5 million visitors in 233 countries in just 12 months.**

Innovation

Created an interactive backpack for trade show demonstrations that engaged the audience by providing live content in different areas of the event. **Increased brand awareness by up to 50%.**

Problem Solving

Generated structures and processes to support the implementation and engagement of WebDAM (an asset management tool). **Reduced development time by 20%.**

Professional Experience

Senior Graphic Designer

Children's Hospital Los Angeles | Los Angeles, CA | May 2010 - Present

\$800M children's hospital with over 300,000 patient visits per year; 5,000+ employees.

Lead the design and development of major marketing initiatives, including rebranding, advertising campaigns, website redesign, online marketing, road show presentations, publications and high-level proposals.

- Oversaw website rebranding project; launched full redesign within 4 months.
- Created proposals and marketing materials that helped secure \$80M in annual fundraising.
- Designed award winning online campaigns; 30K online registrations in less than 2 weeks.
- Developed road show presentation for Center of Personalized Medicine; helped secure \$50M hospital investment.
- Earned MarCom and Communicator Award for merit in marketing and communications.
- Received W3 Award for superior website redesign.
- Recognized by PRSA for the Interactive Community Outreach game (PRism Award).
- Won HPRMA Award for work on Noche de Niños invitation.

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Creative Director Graphic Designer | Marketing Specialist | New Product Development

Consultant | Los Angeles, CA | August 2005 - May 2010

\$100K marketing and analytics consultancy serving multiple industries; 5 independent workers.

Restructured client brand positioning in competing markets. Provided in-depth brand analysis and reorganization to reflect the company's mission. Designed and developed diverse marketing materials.

- Developed online marketing process that delivered more than 2M visitors to SharkBreak.com in 1 year.
- Positioned SharkBreak.com as one of the top 100,000 websites in the world (Source: Alexa.com).
- Innovated new traffic generation system that drove 15,000+ potential donors to client website.
- Launched campaign that helped Jimirock.com establish itself in the online education space in 4 months.

Co-Founder | Marketing Coordinator

Neev LLC | Los Angeles, CA | October 2006 - September 2008

Seed-funded water distributor delivering immunity-combating beverages to health-conscious consumers; 4 employees.

Co-created and developed Neev Enhanced Water. Participated in business plan development and fundraising. Coordinated all creative and marketing initiatives.

- Conducted competitive analysis and primary market research to define target market in 30 days.
- Secured vendor relationships in India; decreased production costs by 15%.
- Cultivated relationships with beverage distributors such as Whole Foods and Mother's Market.
- Engineered an innovative bottle design; achieved 97% customer acceptance in testing.

Creative Director | Marketing Advisor

Veritasiti Corporation (Current Attractions and PSV Ratings) | Los Angeles, CA | April 2004 - August 2005

Investment stage media company delivering content rating systems to households; 60 employees.

Oversaw the design and development of all marketing materials. Created and implemented a new brand identity. Supported on market segmentation, positioning and strategic business objectives.

- Rebranded and launched 2 companies under the Veritasiti name in less than 3 months.
- Created a co-branded a game that helped parents learn new system in less than 60 minutes.
- Solicited, evaluated and partnered with international vendors; improved production time by 30%.
- Supported the implementation of new business strategy; increased website registrations by 15%.

Founder | Creative Director | Marketing Specialist

Prospect Design & Marketing Inc. | Los Angeles, CA | January 2002 - April 2004

- Designed and supported rebranding of TradePortal software; achieved profitability within 13 months.
- Developed an engaging online structure to teach the Aura Video Station system in less than 15 minutes.
- Created interactive media that increased tradeshow visibility by up to 50% for sales team.
- Received Webmaster and Golden Web Award for excellence in web design.

Education

- Bachelors of Visual Arts and Design, Pontificia Universidade Catolica, Rio de Janeiro, Brazil.
- UCLA Certificate Extension, Business Communications & Marketing (currently attending).

Proficiencies

- Expert in Adobe CC (Photoshop, Illustrator, InDesign, Lightroom, Muse, Dreamweaver and Flash), Microsoft Office Suite (PowerPoint, Word and Excel), Keynote; Mac & PC platforms.
- Professional in Workfront and WebDAM.
- Competent in Basecamp and Microsoft Project.
- Some knowledge in 3D Studios, AutoCAD, PHP and HTML.
- Fluent in Portuguese and conversational in Spanish.
- Toastmasters Member.