



ALINA MARIA LANDRY-RANCIER E/W: ALINA@ALINALANDRY.COM M: 347.267.5983 A: 379 BALTIC ST. APT 1L NEW YORK, NY 11201

## ABOUT ME

### FREELANCE SENIOR MULTIMEDIA ART DIRECTOR & DESIGNER

looking for freelance or full-time. I am a visual maven that brings a 360° perspective to every project. I have over 7 years of experience creating for web, broadcast, print, and mobile. I have the skills and vision to work on projects from the ground up, from concept and product development, to art directing or designing a brand image, to leading and personally executing its final production.

## SKILLS

After Effects  
Photoshop  
Illustrator  
InDesign  
Final Cut Pro  
Mac/PC Ready

Art Direction  
Animation  
Compositing  
Directing  
Editing  
Costume Styling  
Strong Leadership  
Detail Oriented  
Organized

Fluent in Spanish  
Intermediate French

## STUDIES

### PARSONS SCHOOL OF DESIGN

02 - 04 NYC  
BFA IN COMMUNICATION DESIGN

### SCHOOL OF DESIGN ALTOS DE CHAYÓN

00 - 02 LA ROMANA, DOMINICAN REPUBLIC  
AAS COMMUNICATION DESIGN

## SELECTED STAFF/PERMALANCE

### THIRTEEN PBS 11.07 - 12.11 NYC

FREELANCE SENIOR  
BROADCAST DESIGNER

► Art directed, designed & animated different promotionals & show packages for a variety of TV shows & special programming such as Blueprint America, Des Moines Political Debates, Thirteen "Late Night", That's Classic, and more...

### DIGITAS 12.09 - 10.11 NYC

FREELANCE SENIOR  
MOTION MEDIA EDITOR

► Art directed, animated, and editing for a diverse range of projects spanning online video, rich media banners, and promo reels for Samsung, AMEX Centurion, AMEX, Planters, more...

### MRM 06.09 - 11.10 NYC

FREELANCE SENIOR  
INTERACTIVE DESIGNER/ANIMATOR

► Animated a series of videos for Mastercard's Pointers website  
► Conceptualized & designed website interfaces for Crown Royal, Mastercard and Home Depot  
► Compositing & animation for Smirnoff rich media banner

### Y&R LEVEL 2 05.08 - 03.09 NYC

ART DIRECTOR &  
MOTION GRAPHICS DESIGNER

► Edited animatics for Chevron, Accenture, Cellsouth, more...  
► Created graphic animations from interactive projects for promo reels for Campbells, Ford...

## SELECTED FREELANCE

### EURO RSCG 05.11 - 08.11 NYC

FREELANCE SENIOR  
INTERACTIVE ART DIRECTOR

► Worked with senior copywriter, account, project management team overseeing creation and final production for Schwabs online banners  
► Created impactful brand images for Heineken's Facebook Page

### HONEST 01.11 NYC

FREELANCE SENIOR  
ART DIRECTOR/MOTIONOGRAPHER

► Lead creative team in the development and creation of sets & motion graphics for GE: Ronald Reagan Foundation Scholarship Fund Promo

### DAME FACTORY SHORT FILM 10.10 NYC

COSTUME DESIGNER

✦ Winner Best Experimental Film - Brooklyn Film Festival & Coney Island Film Festival

### NORDEN BOMBSIGHT MUSIC VIDEO

06.10 NYC  
ART DIRECTOR &  
COSTUME DESIGNER

► Developed and executed the set design and costumes

### RADICAL MEDIA NYC

FREELANCE MOTION GRAPHICS  
DESIGNER

► Designed & animated show packaging for MTV's "This Sims Life"

### HOLEDIGGER FILMS, 03.03 - 06.03 NYC

INTERN FILM DEVELOPMENT  
DEPARTMENT

► Distribute scripts, arrange meetings, organize events, administrative assistant  
► Executed film festival applications, adjusted final script to final film version

### BASANTA & CO, 05.01 - 08.01

SANTO DOMINGO  
CASTING ASSISTANT, PRODUCTION  
ASSISTANT

► Organize Casting Calls & Cast While In Production

## SELECTED PERSONAL

### LAYERS EXPERIMENTAL VIDEO 10.11 NYC

DIRECTOR

### CRYING MY WHOLE HEART...

MUSIC VIDEO 10.11 NYC  
DIRECTOR, ART DIRECTOR,  
COSTUME STYLING

### DOUBLE GLAZED 11.06 - 06.10 NYC

CO-CREATOR, CREATIVE DIRECTOR,  
CURATOR

► Curated & hosted short film screenings & art showcases  
► Designed & art directed event branding, collateral & motion graphic packages