



**SAKR Design**

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## CV - Alexandra Kader

### Contact Information

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Seeking a challenging position in Digital Media Industry that would best utilize expertise in the business environment. This position would provide me many opportunities to utilize my skills and extend my experience in the field of digital media.

### Career Profile

A highly creative and resourceful designer with extensive experience on both MAC and PC platforms. A good mix of traditional drawing / photography background with digital media and the latest graphics software, familiarity with the demands of marketing and business and knowledge of user centred design, concept development and usability testing.

### Qualifications

- Award winning designer with several published projects
- Bilingual - read, write and speak English and Czech, understand Slovak and Polish
- Detail oriented and punctual - complete projects in a timely and cost effective manner
- Quick, smart worker and learner with strong motivation to gain new skills and experiences
- Excellent human relations / human skills - interact well with co-workers, clients and diverse cultures
- In possession of a valid UK work permit
- Owner of driving licence

### Awards and Press Release

- 'Computer Arts Excellence Award' for multimedia project 'Parlophone Festivals' which combines web, mobile and large screen technology with live streaming and competition [06]
- Animation 'Moths' shown at 'Brighton Festival' which is motion graphic promo animation for Ralfe Band. It's based on my recorded movement using 3 camcorders. The movement of hands was subsequently translated into the digital 3D space and used as a base of the animation [06]
- 'Web Design Index' published these sites: [www.sagr-design.com](http://www.sagr-design.com) (personal portfolio), [www.sosoom.cz](http://www.sosoom.cz) (educational sector) [06, 08]
- MA Major Project 'In.tube.active' published in Creative Review, September 08 issue [08]

### Relevant Skills

- Production coordination with printing companies, including getting quotes, choosing the most appropriate/cost effective, solving production issues and doing press checks
- Pitch preparation / presentation
- Usability testing / User Centred Design
- Concept development
- Project management / team leading / team collaboration and communication
- Organisational skills: Exceptional ability to prioritize workflow to meet tight deadlines

### Technical Skills

- Web Design: User interface design, Flash animated web and banner design, wire frames and information architecture
- Printing/Illustration: Pixel and vector-based illustration, hand drawing, print layout, logo design, image manipulation, and photo retouching / colour correction / photomontage, outputting files to film / trapping colours, photography / digital photography
- Presentation: Design and create PowerPoint presentation templates
- Multimedia: Interactive animation, Integrates video, animation, still images, text and audio into the motion graphics, basics of 3D modelling and animation, sensors use and integration, mobile technology, nonlinearity, video compression

## Software

- Digital Imaging: Adobe Illustrator, Adobe Photoshop, Adobe Freehand, Adobe Fireworks, CoreDraw
- Web Publishing: Adobe Dreamweaver, Adobe GoLive, Adobe Flash, basic 3DStudioMax, AutoCAD
- Print Publishing: Adobe PageMaker, Quark X-press, Adobe Acrobat, Adobe InDesign, ATM
- Video & Audio Production: Adobe After Effects, Adobe PremierPro, Adobe Audition
- Project Management: Gantt Project, Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Microsoft Outlook
- Programming & Implementation: advanced HTML and CSS, SHTML, basic level JavaScript and ActionScript
- Platforms: Macintosh OS, Microsoft Windows

## Employment

### Freelance Graphic/Web Designer (from 07)

London, UK

- Web design, print design
- Clients: Defaqto Ltd. (Financial sector), SOS OOM s.r.o. (Private secondary education), General City Broker s.r.o. (Financial sector), Fan2c Ltd. (E-commerce - lingerie), TheStateOfArt.co.uk (street art shop), ParentsGo2gether (Travel sector), Artwerx Digital Ltd. (Architecture, digital art, interior design, large screens)

### Graphic/Web Designer (06-07)

Thin Martian Ltd., London, UK

Digital Media Agency

- Web: web sites, micro sites, web banners (static, flash animated, video integration), messenger tabs, rss feeds
- Print: logos, posters, brochures
- Clients: MSN, Microsoft, Commonwealth, Xbox, LJB London

### Freelance Graphic Designer (02-04)

Prague, Czech Republic

- Clients: MU Typographical Studio s.r.o. (Print: Medical magazines, advertisement), Architekt Magazine (Print: image manipulation, magazine layout)

### Graphic Designer (01-02)

Studio Rema 93, Ceska Lipa, Czech Republic

Print Advertisement Studio

- Print: ads, posters, catalogues, brochures, image manipulation
- Clients: ABB s.r.o., Narex s.r.o., Rockwool, a.s., LAUFEN CZ s.r.o., Rabat CR, a.s., Pewag, s.r.o.

### Graphic Designer (00-01)

RUCH Printing, Liberec, Czech Republic, printing company

- Post Production, Desktop Publishing for printing works

### Graphic Designer (99-00)

Jungmann CLC copy centre, Liberec, Czech Republic

- Print: ads, posters, catalogues, brochures, image manipulation

## Education

### MA in Interactive Media (08)

London College of Communication, University of Arts London

- Major Project: 'In.tube.active': an interactive digital wall designed for the London Underground and 2012 London Olympics which employs motion capture technology and projectors
- Dissertation: 'Is Futurecasting a Reliable Method to Anticipate the Development of Interactive Architecture in the 21st Century?' This research project attempts to forecast future development in the field of interactive architecture

### HND in Multimedia (06)

City College Brighton and Hove, University of Brighton

### BTEC in Multimedia and Web Design (05)

City College Brighton and Hove

### A-levels in Art Ceramics and Design (96)

Secondary Arts and Crafts School Ostrava, Czech Republic

## Interests

- Photography: mainly contemporary architecture
- Media theory: remediation, nonlinearity, new media, interactive art and architecture
- Hiking, climbing, cooking specialties, pets and plants and mainly taking care of my fiancé

## References

**Rob White**, Course Director (Acting) - M.A. Interactive Media, LCC, University of the Arts - London, Tel: +44(0)20 7514 7359, Email: r.e.white@lcc.arts.ac.uk

**Andrew Walker**, Thin Martian Ltd., Marketing Director, Tel: 0207 253 0000, Email: andrew@thinmartian.com