

Alessandro Straccia
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EDUCATION

Universidade Metodista de São Paulo 1996 - 1999

São Bernardo do Campo - SP
BACHELOR IN ADVERTISING AND MARKETING

Escola Técnica Estadual Lauro Gomes 1993 - 1995

São Bernardo do Campo - SP
TECHNICAL HIGH SCHOOL IN DATA PROCESSING AND PROGRAMMING

SKILLS

Experience in Advertising and Art Direction since 1996, and 3D animation since 1995. Working with internet and multimedia since 1998. Experience with the most used graphic softwares, like Photoshop, Illustrator, Flash (Motion and Actionscript), After Effects, 3D Max, PHP (basic). Experience in creative direction for online and offline advertising, working with clients like Epson, Caloi, Oi, Telemar, Petrobras, Honda, Bosch, Electrolux, 3M, Motorola, LG and (many) other. Experience in creative team coordination for websites and online campaigns and creative QA.

EXPERIENCE

Agência Trampo

Jun/2009 - Now

Partner/Creative Director

CREATIVE, PLANNING AND ART DIRECTION FOR ONLINE CAMPAIGNS AND WEBSITES, CREATIVE QA.

AgênciaClick – IsoBar Group

Nov/2008 – Jun/2009

Senior Art Director

CREATIVE AND ART DIRECTION FOR ONLINE CAMPAIGNS AND WEBSITES, CREATIVE QA.

FabraQuinteiro Comunicações

Apr/2008 – Nov/2008

Creative Team Coordinator

TEAM COORDINATION, CREATIVE QA, CREATIVE AND ART DIRECTION FOR ONLINE CAMPAIGNS AND WEBSITES, FLASH AND 3D ANIMATION, MOTION GRAPHICS.

FabraQuinteiro Comunicações

Jan/2005 – Apr/2008

Senior Art Director

CREATIVE AND ART DIRECTION FOR ONLINE CAMPAIGNS AND WEBSITES, FLASH AND 3D ANIMATION, MOTION GRAPHICS, TEAM COORDINATION, CREATIVE QA.

Invision Comunicação Interativa

Apr/2001 – Dec/2004

Art Director, 3D Animator and Multimedia Developer.

CREATIVE WORK AND ART DIRECTION FOR WEBSITES, 3D ANIMATION AND DIGITAL COMPOSING, MULTIMEDIA DEVELOPING, PROJECT COORDINATION, CREATIVE QA.

Kreactivity.com**May/2000 - Mar/2001***Partner/Creative Director*

CREATIVE AND ART DIRECTION FOR ONLINE ADVERTISING AND WEBSITES. 3D ANIMATION, DIGITAL COMPOSING, MULTIMEDIA DEVELOPING, CREATIVE QA.

Invision Comunicação Interativa**Feb/1998 - Apr/2000***Art Director, 3D Animator and Multimedia Developer.*

CREATIVE WORK AND ART DIRECTION FOR WEBSITES, 3D ANIMATION AND DIGITAL COMPOSING, MULTIMEDIA DEVELOPING.

FOREVER Editora e Comunicação Ltda.**May/1996 - Dec/1997***Junior Art Director*

CREATIVE WORK AND ART DIRECTION FOR BOOKS, NEWSPAPERS AND MAGAZINES.

CERTIFICATIONS**Cultura Inglesa Santo André**

English classes – going to Upper Intermediate 1

AWARDS**Epson - CMYK**

Shortlist - Cannes Festival 2008

Epson - Fast

Shortlist - Cannes Festival 2008

IPÊ – Instituto de Pesquisas Ecológicas

Merit – One Show Interactive - 2008

Shortlist - Cannes Festival 2007

Gold – ABP Festival 2007

Silver - Gramado Festival 2007

Bronze – MMOnline 2007

Única Interactive Marketing

Gold - Gramado Festival 2007

Space Segurança Patrimonial

Honorable Mention - Gramado Festival 2007

www.telemar.com.brIbest 2000 – 1st Place - Telecommunications**www.coelba.com.br**

Ibest 2001 - Top 10 – Electricity Sector

www.timsul.com.brIbest 2002 – 1st Place - Telecommunications**www.bahia.com.br**

Ibest 2002 - Regional Top 10