

Contact Details

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Portfolio Quick View (Behance): <https://www.behance.net/calinalexander>

Portfolio Full Case Studies (Website): <https://www.calinalexander.com>

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Professional Summary

Senior Creative Designer with 10+ years of experience in brand identity, art direction, and campaign design across *New Zealand, Australia, and Europe*. I design visual systems that turn complex ideas into clear, effective communication across education, transport, and retail sectors.

Expert-level proficiency in *Adobe Creative Suite (Illustrator, Photoshop, InDesign)*, delivering creative work from concept to execution across print and digital. Strong focus on typography-led design and visual identity systems.

Actively exploring AI-driven, multi-format storytelling — combining visual design, motion, and voice to create cohesive narrative experiences. Works hands-on with generative AI tools (*Leonardo.ai, OpenArt.ai, ElevenLabs*) to accelerate ideation and expand creative possibilities.

Work Experience

Creative Director & Co-founder | The Sleepy Storyteller | March 2025 – Present

An independent multimedia storytelling project exploring calming narratives, visual identity, and digital content creation through a bedtime storytelling format.

- Spearheaded the development of the storytelling brand, including visual identity, illustration style, and character design system.
- Directed end-to-end creative production of narrative episodes, including illustration, video editing, and audio storytelling.
- Owned Creative Direction and digital presence, from concept through to published content.
- Achieved early audience traction, with one story reaching over 6.7K views within the first few days of publishing.

Case Study: calinalexander.com/work/the-sleepy-storyteller

Channel: youtube.com/@TheSleepyStoryteller-FT

Senior Designer & Art Director | Honest T-shirts | Feb 2024 – Dec 2024

- Led design of 7 signature t-shirt collections and full brand identity, collaborating closely with 2 New Zealand artists.

Senior Graphic Designer | University of Auckland | May 2022 – June 2023

- Collaborated across multiple teams and stakeholders (400+ staff) to develop publications including prospectuses and academic event materials.
- Led the creative direction for Manawa Mai Open Day 2022, one of the university's largest events, attracting over 10,000 students from across New Zealand.

Creative Designer | Auckland Transport | June 2014 – May 2022

- Delivered integrated print, digital, and video design solutions within AT Design Studio, supporting large-scale campaign execution, helping reach 1 million PT travel cards and contributing to a 100% increase in public transport usage. Led UX and visual system development for a passenger information system in partnership with Televic Rail (Belgium).

Designer & Co-founder | Web Creative Store | March 2013 – June 2015

- Designed UI and marketing materials for Lyrical, an iOS karaoke app with over 250k downloads in its first week, managing the client briefing process.

Graphic Designer | The Brand Factory | November 2007 – March 2012

- Developed brand identity and campaign assets for clients across New Zealand and Australia — including GSK, Auckland Fish Market, Bestfoods New Zealand, MoleMap, Wilson Parking, Kohu Road, Oxfam, Venerdi, Turkish Kitchen, United Video, Perri Cider, Little Lamb, Esquires, Ribena, SoulThai, EziPay, Freedom Farms, Calico, Thirst, Econergy, and Toby's Seafood. Supported agency growth from early stages.

Skills

- **Brand & Design Systems:** Brand identity systems · Visual identity · Typography-led design · Campaign art direction.
- **Creative Production:** Editorial layout · Print production · Digital campaigns · High-fidelity visual design.
- **UI / Digital:** Interface design · Web design · Campaign UX thinking.
- **Tools:** Adobe Creative Suite · Illustrator · Photoshop · InDesign · After Effects · Premiere Pro · DaVinci Resolve (learning) · Canva · Microsoft Office. Generative AI Tools · Leonardo AI · OpenArt · ElevenLabs.
- **Context:** Education · Transport · Retail · Publishing · Tech.
- **Soft Skills:** Creative Brief Interpretation, Client Management, Stakeholder Collaboration, Cross-functional Teamwork.

Awards & Achievements

- **Gold Award — Australian Reporting Awards | 2014**
For the design of the Auckland Transport Annual Report.
- **Pride in Print Award (NZ) | 2014**
Awarded to the Auckland Transport Annual Report (design contribution).

Education

- **Bachelor of Arts (BA) | Graphic and Industrial Design**
- **Diploma | International Business and Commerce**

Testimonials & References

“...Calin is someone who deeply cares about his work and brings uniqueness yet simplicity to his design skills. His 'keep calm and carry on' manner is refreshing and he goes about it in an unassuming way, while still delivering to tight deadlines. We enjoy his sense of humor and creativity.”

Radhika Lucas | Marketing Manager | University of Auckland

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“...Great at giving advice and suggestions which keep pieces of work very current. He knows his craft well and would be a very good asset to any company in the graphic design field. Always a pleasure to work with.”

Sharon Hunter | Comms & Media Manager | Auckland Transport

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“...A true talent, a strong creative thinker who has a keen eye for design. Being self-managing, he has a very mature attitude and is very reliable, taking his responsibilities seriously while also having a laugh with his colleagues.”

Brett Ashmore | Owner & Creative Director | The Brand Factory

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