

Contact Details

Email: hello@calinalexander.com

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, Europe and United States*.

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.

Integrates AI-assisted creative workflows and multi-format storytelling — combining visual design, motion, and voice to create cohesive narrative experiences. Experienced with generative AI tools including *Leonardo.ai, OpenArt.ai, and ElevenLabs* to support concept development and creative production.

Throughout my career, I have collaborated on branding, campaign, and communication projects for international and regional brands including *Coca-Cola, Samsung, Ford, ING Group, Orange, Vodafone, GSK, LG Electronics, Holcim, Auckland Fish Market, Kohu Road, Ribena, Thirst, Oxfam, Wilson Parking, Venerdi, MoleMap NZ & Australia, and Bestfoods New Zealand* across agency and independent creative environments in Europe, United States and New Zealand.

I also led UI/UX and marketing design for *Lyrical App*, a karaoke iOS application developed for Peerpoint LLC (United States), achieving over 250K downloads within its first week.

A **visual version of this CV**, featuring selected visual work, is available [here](#).

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).

Skills

Senior Designer specializing in brand-led campaigns and multi-platform visual systems.

- **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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