



# Alex Cummings

## Contact

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Baltimore Metro Area

## Skills and Software

Adobe Creative Suite, Figma,  
Microsoft Office, InVision, Miro

Digital and analog photography  
and photo editing

Data visualization and  
information architecture

## Education

Bachelor of Fine Arts in Graphic  
Design and Photography  
Maryland Institute College of Art  
Baltimore, Maryland

## Awards

PR News Digital PR 2018  
Award Honorable Mention  
2017 Annual Report

W3 Awards, Gold  
Charitable Organization  
Website, 2018

## Portfolio Website

[alexcummings.net](http://alexcummings.net)

## Professional Summary

Art Director with 15 years of proven experience in helping brands create meaningful, lasting connections with consumers to drive revenue and meet business objectives. Known for developing groundbreaking creative vision and directing campaign execution; leading high-performing creative teams through empathetic leadership; leveraging people's strengths for the right task; challenging the status quo in pursuit of better results; collaborating across departments toward a common goal; and a sense of humor even in the face of adversity.

## Experience

### Senior Graphic Designer

Enterprise Community Partners | December 2019 - Present

Lead and oversee the creative strategy, design, vendor relationships, and production of all brand-related marketing assets for a national nonprofit that has invested \$44 billion and created 781,000+ homes across all 50 states.

- Art directed first full organization rebrand in decades, including creating a new visual identity, core story, website redesign and environmental graphics for updated office space
- Educated and persuaded team of 25+ cross-functional stakeholders to overhaul brand identity and update logo to modernize and legitimize ECP as experts in the industry
- Forged trusted partnerships and collaborated with risk-averse colleagues throughout the 1,000+ person company during change management process to adopt the new brand standards with excitement
- Sourced, hired and directed two creative agencies to produce new website and suite of collateral materials and templates for staff
- Identified need for brand continuity across the organization and unified all touch points by managing 20,000-document asset library and enforcing brand standards





## Manager of Design and Brand

Share Our Strength | October 2009 - December 2019

Art directed and executed approximately 12 major creative initiatives per year to raise visibility and drive revenue for \$50-million anti-poverty nonprofit.

- Provided creative direction, strategy and design for quarterly major campaigns, approximately 30 annual culinary fundraising events, activations for 45+ corporate sponsors, digital and social community engagement, and roster of 30+ active celebrity supporters
- Art directed a massive, multi-year rebrand of organizational identity including full redesign of the organization's website, NoKidHungry.org, and led the environmental graphics and branding for office HQ build-out
- Managed design needs and production schedules for 250+-person organization with numerous simultaneous projects and competing priorities, maintaining 100% budget compliance:
  - Collaborated with internal clients to set goals, develop concepts, determine objectives, and meet deadlines
  - Co-developed design intake request form to increase efficiencies and prioritize projects across the organization
  - Ensured all design projects and marketing materials met brand standards, including print and web advertisements, event collateral, wireframes and web pages, logos, infographics, brochures and booklets, annual reports, and social media campaigns
  - Planned, art directed and managed all photography projects, including photoshoots, editing and manipulating photographs and completing research for stock photography and imagery
- Hired, supervised, led, and mentored a team of graphic design associates, interns, freelance and agency designers, photographers, printers and other vendors

## Co-owner / Art Director

Sidework Studio | 2017 - 2020

Art directed and designed letterpress printed greeting cards and gifts, designed custom print work for clients, created color palettes for letterpress work, and planned in-person sales events.

## Freelance Graphic Design and Photography

2007 - Present

Design and produce visual products including brochures, flyers, posters, signage, t-shirts, and CD packaging, for a variety of audiences. Provide art direction and conduct photoshoots. Use digital photography as well as black and white and color film in 35mm, medium and large formats. Clients include small business owners, production companies, musicians and religious congregations.

## Art Intern

Baltimore Magazine | May - September 2007

Designed feature article spread, completed research for feature artwork, organized magazine archives, scanned images for department features.