

ALEXANDER BERKELEY LAMBERT

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OBJECTIVE

Digital application Usability Consultant and Art Director for web, mobile, desktop, and print seeking projects with innovative, trend setting design firms and technology companies. Dedicated to achieving excellence on every project through attention to detail, problem solving and a passion for aesthetics.

WORK EXPERIENCE

Art Director / UX Consultant

October 1997 – Current

www.kidhack.com/portfolio

San Francisco

Role: Assess client needs, conceptualize solutions, and develop best answer.

Duties: Manage projects and teams providing design direction and technical guidance
Conceptual art direction, user experience consulting and testing
Web, mobile, print, packaging, identity, user interface, and motion design

Clients: **Friendster** - www.friendster.com (Web)
Clixtr - www.clixtr.com - www.picbounce.com (iOS - Branding - Web)
Chomp - www.chomp.com (Marketing - Web)
Getaround - www.getaround.com (Web)
Pabst Blue Ribbon - www.pabstblueribbon.com (iOS)
Organic - www.organic.com (Bank of America - Web)
IDEO - www.ideo.com (Chase & Microsoft - Desktop)
Agency.com - www.agency.com (Apple - iOS)
Ogilvy - www.ogilvy.com (Yahoo - Web)
Incedo Mobile - (Mobile - Blackberry App - iOS - WAP)
Young & Rubicam - www.yr.com (Adobe)
Razorfish - www.razorfish.com (Web)
Punchcut - www.punchcut.com (Motorola & Sprint - Print - Mobile)
CNET Networks - www.cnet.com - MP3.com - GameSpot.com - TV.com (Web)
Swirl - www.swirl.net (Ebay & Shopping.com & Lexxar - Web & Print & Package)
Redwood Coast Painting - www.redwoodcoastpainting.com - (Web - Print)
Flying Horse Carriage Company - www.flyinghorse.org - (Web - Print)
Modem Media - www.modemmedia.com
The Body Shop - (product photography editing)
Burning Man - www.burningman.com (Print)

Product Design Manager

February 2008 – November 2008

3jam

San Francisco

Role: Oversee design for desktop, web and mobile development in a fast paced startup environment.
Conceptualize user experience and graphical user interfaces for 3jam's line of applications.
Produce directions for marketing and customer relation efforts.

Duties: Execute design cycle from conception to shipped product
Create application wireframes and conduct usability testing
Provide design guidance and interface with international and local development teams

Lead User Interface Designer

October 2004 – August 2005

Design Media

San Francisco

Role: Design instructional web and software based graphic user interface elements and layouts.
Develop user centric, logical designs aiding instruction and the learning process.

Clients: Genentech, Wells Fargo, California State Capitol, UCSF

Design Intern

June 1999 – August 1999

Attik

San Francisco

Role: Provide lead designers with aid through design research, color exploration, and junior level design.

Duties: Develop design concepts, research design trends and film interviews at events like X-Games to define audience

Clients: United Paramount Network, Infogrames, Sony Music

EDUCATION & COMPUTER KNOWLEDGE

Bachelor of Science in Graphic Communication
Concentration: Print and Image Management

September 1999 - June 2004
California Polytechnic State University - San Luis Obispo