

Alejandro Cardona

Art Institution/ Illustration + Design

alejandro@alejandrocardon.com

Summary

I currently work at the Living Arts Centre as a Marketing Assistant.

My Illustration & Design has received National exposure in Applied Arts magazine, American Illustration and Creative Quarterly. Along with other forums on the web such as Juxtapoz & Illustrophile. I have Illustrated mainly for Canadian clients/publications in Political/culture magazines, General Interest/Consumer magazines, books, City guides, poetry/Journal literature, stationary and Galleries.

I have worked at a Contemporary Fine Art Gallery/Institution as a Marketing /Program Coordinator and Graphic Designer. I lead the development, evaluation and implementation of marketing and communication plans and a wide range of creative design and communication projects, which included all advertising, photography, web, film and promotional material for all exhibitions, events and artist shows.

I also coordinated programs, exhibitions and shaped the artistic direction and theme of this Contemporary fine art gallery. I managed day-to-day operational aspects of the gallery. I liaised with community arts organizations, special interest groups, artists, and private post-secondary Institutions. I curated the show "Hidden Secrets" featuring Edel Rodriguez that received recognition in Eye Weekly and other city papers.

I have also worked as a Graphic Artist for the Museums of Burlington.

Specialties

Editorial & humorous Illustration, Design, Print, Advertising/marketing, Communications, Social media marketing strategies and public relations. proficiency in Adobe Creative Suite CS4 applications. Knowledge of html/web maintenance, Dreamweaver & Afteraffects

Experience

Marketing Assistant at Living Arts Centre

July 2009 - Present (6 months)

The Living Arts Centre opened its doors on October 7, 1997, adding an exciting cultural dimension to Mississauga's City Centre. Since then, more than 1.5 million people have come to Living Arts Centre, exploring all the Centre has to offer. Serving as an important resource for the arts, education and business, Living Arts Centre features over 225,000 square feet of multiple performance venues, studio spaces and exhibition display areas.

Freelance Illustrator/Design at Alejandro Cardona Illustrations

June 2007 - Present (2 years 7 months)

My illustrations have appeared in Canadian publications such as political/culture, general interest & art magazines, stationary, books, city guides, advertising web/print and public web forums.

Marketing/Program Coordinator & Graphic Design at Lonsdale Gallery (Toronto)

July 2007 - January 2009 (1 year 7 months)

In my role I lead the development, evaluation and implementation of marketing and communication plans and a wide range of creative design and communication projects, which included all advertising, photography, web, film and promotional material for all exhibitions, events and artist shows. I updated and improved the business website and created social media marketing strategies to engage brand awareness.

I coordinated programs, exhibitions and shaped the artistic direction and theme of this Contemporary fine art gallery. I managed day-to-day operational aspects of the gallery. I liaised with community arts organizations, special interest groups, artists, and private post-secondary Institutions.

Graphic Artist at Museums of Burlington

April 2006 - September 2006 (6 months)

Graphic designer/ Illustrator

Designed specific work for museum events, festivals and exhibitions.

Designed and created dinosaur illustrations for the "Dinomobile Traveling Exhibit" brought by the (ROM) Royal Ontario Museum

Designed layout (public display case) advertising the Ireland House Museum located at the Burlington Mall

Designed layout (public display case) advertising the Joseph Brant Museum in the Maplevue Shopping Centre, Burlington.

Education

Sheridan College

BA, Illustration, 2002 - 2007

Honors and Awards

Selected Client List:

Reader's Digest

Maisonneuve Magazine

Red Bull Music Academy

Museums of Burlington

The Bepo + Mimi Project

Feathertale

TEXTERITY, INC.

Awards:

American Illustration 28 "Chosen" for Online Directory (Electronic) 2009

Applied Arts Magazine Vol.23, No. 5 October 2008. "Youngblood Feature"

Applied Arts Magazine Vol.22, No. 5 October 2007

American Illustration 26 "Chosen" for Online Directory (Electronic)

Creative Quarterly No.7 (Editor's Choice)

Interests

Illustration, Design, Art, New media, Communications, Marketing, Advertising, Web, Graphic Novels, Cartoons, Galleries, Museums and Children's books.

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[Contact Alejandro on LinkedIn](#)