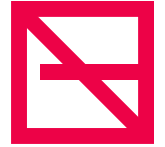


# Alex Nicole Becknell



## Art Director

### CONTACT

303.898.2657  
alexnicole.becknell@gmail.com  
alexbecknell.com

### EDUCATION

**University of Colorado at Boulder**  
BS Journalism & Mass Communication  
Major - Advertising | Minor - Italian  
December 2013

### SKILLS

- Illustrator
- Photoshop
- InDesign
- After Effects
- Sketch

### HONORS & AWARDS

**Best Out of Home**  
CU Boulder Advertising Dairy Show, May 2013

**Judges Choice**  
CU Boulder Advertising Dairy Show, May 2013

**Graduated with Distinctions**  
School of Journalism & Mass Communication  
GPA: 3.6

### FREELANCE

- Alere
- Ad Club CO - The Fifty (volunteer)
- Best In Nature
- Life & Property Solutions
- Lynchburg Regional Business Alliance
- Spark Dx Consulting
- Tatonka Capital Corporation
- Uncharted Supply Co.
- Vivabox Solutions

### ABOUT

I am an art director from Denver, Colorado who lives her life by the 3 p's. Pixels, puppies, and pizza. I've had the privilege of working for external agencies and internal creative teams. I have over 6+ years of experience in advertising and branding with a passion for strategy, concepting, and thinking about the bigger picture of a brand. I'm looking for new opportunities to grow my art direction skills, be challenged by my team as well as challenge my team to produce awesome work, and continue to influence my love for the Oxford comma.

### EXPERIENCE

#### OneTen Creative (DISH In-House Creative Agency)

*Sr. Creative Lead / Art Director, October 2021 – Present*  
*Creative Lead / Sr. Designer, September 2019 – October 2021*

**Sling TV:** Sling TV Rebrand, Sling TV brand photography library, Sling TV Brand Guidelines, Olympic advertising, NBA advertising, and March Madness TV spot, Joy of Slinging In campaign photoshoot, Joy of Slinging In Times Square billboards, Stay In & Sling, Smart Choice campaign extensions, Gift of Grandma social campaign, Sling Watch Party product launch, March Madness advertising, NBA advertising, and Courtside with Doris Burke social campaign

**AirTV:** Product packaging design, and printed fliers & inserts

**DISH Facilities:** Internal large format print/wall graphics

#### Sling TV Creative Team

*Art Director, May 2018 – September 2019*  
*Designer, November 2016 – May 2018*

**Campaigns:** Meet the Slingers campaign extensions, Joy of Slinging In campaign extensions, Get Picky campaign extensions, We're Slingers campaign extensions, and Pay-Per-View product launch

**Digital Design:** Templates for digital advertising, 10ft streaming device advertising, Sports digital advertising, and Programming advertising

**Print Design:** Internal large format print/wall graphics, Sling TV brochures, Sling TV Gift Card design, and Sling TV streaming device partnership inserts

#### Brand Iron

*Designer, August 2015 – October 2016*

**Brand Identity:** Altvia, APR, Colorado Rage, CRS Insurance, Freight Logistics, and Scout & Spur

**Packaging Design:** Mistress Brewing Company, and Monsters In Training

**Logo Design:** Altvia, APR, Brand Iron, CF Westbury, Colorado Rage, DAAR, Fixters, Kind Lock, Mistress Brewing Company, Net Prophet, and Scout & Spur

**UI & Web Design:** APR, CRS Insurance, CXOSoft, Freight Logistics, Safe Rx, Scout & Spur, SportsLabs, and US Transport