



ANDREA SYBELLE ACEVEDO

a.s.acevedo@gmail.com

917.400.2080

EXPERIENCE '11-'13 PARTICIPLE, LONDON: *art director*

Led the creative vision for branding, advertising, design, and audience engagement across all projects and enterprises. Created brand experiences across multiple platforms, from brochures and large format graphics to websites and apps. Worked closely with partners and stakeholders to support effective communication to a wide range of audiences.



'09-'11 PARTICIPLE, LONDON: *communication designer*

Worked closely with Participle directors, social workers, families in chronic crisis and an external software development group to design an online portal for social workers and their assigned families to communicate with each other and log family progress.

'09 SELFRIDGES & CO., LONDON: *design consultant*

Collaborated on a project to design an installation in the atrium space as the interior centerpiece of the Oxford Street store's Centenary celebration. Worked on a conceptual branding project for a major department of Selfridges.

'08 SOUTHBANK CENTRE, LONDON: *environmental design*

Developed and implemented spatial designs for the Learning & Participation Department's new location at the Royal Festival Hall, called the Spirit Level.

'08 RALPH APPELBAUM ASSOCIATES, LONDON: *design placement*

Worked on several museum projects looking at wayfinding and colour consultation. Produced a proposal and designs for a wayfinding system at the Royal Albert Memorial Museum in Exeter.



'08 THIS CONSTANT CRACKING OF THE SURFACE, LONDON: *curator*

Managed a group of 57 artists showcasing works-in-progress at the Oxo Tower Bargehouse in London. Organized all details pertaining to the show. Designed look-and-feel as well as all collateral materials.

'02-'07 OFFICE OF BUSINESS DEVELOPMENT, CITY OF BOSTON: *graphic designer*

Responsible for all graphic design output of the Office of Business Development including marketing collateral, reports, invitations, ads and presentations to support and market major civic initiatives. Collaborated with architects and city urban planners to design sign systems for businesses and neighborhoods in the Boston Main Streets and ReStore Boston programs. Projects included environmental branding and design of wayfinding systems and commercial signage.

EDUCATION '07-'09 CENTRAL SAINT MARTINS COLLEGE OF ART & DESIGN

M.A. Creative Practice for Narrative Environments

'98-'02 BOSTON UNIVERSITY, COLLEGE OF FINE ARTS

B.F.A. Graphic Design

Included courses in printmaking, photography, 3D computer modeling, animation and a concentration in art history and advertising.

EXHIBITIONS '09 LONDON DESIGN FESTIVAL: *"Up All Night"*

SKILLS

SOFTWARE:

Adobe CS6 Design Programs & Dreamweaver, MS Office, Keynote, iMovie, some Final Cut Pro

OTHER:

Design research and management, collaboration, working with public entities, working within the urban community, HTML, CSS, materials knowledge, illustration, photography

