

# ALEC VIANU

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## MY STORY?

### I WAS BORN ON A RAINY DAY IN LONDON

As the son of a diplomat, I was guarded by MI5 and KGB. Not surprisingly, I grew up with a distinct point of view and a keen sense of the ridiculous. This helped shape me into the conceptual art director and designer and photographer that I am today. As you'll see from the work displayed on my web site, [www.alecvianu.com](http://www.alecvianu.com), whether I'm developing an identity for a major retailer, imagining a new look for an auto maker or breathing life into a vintner's dream, I always start in the same place – with the story.

Because it's not just about creating a "look" or making it "pretty". It's about bringing the story to life through concepts, visual ideas and design.

## WORK EXPERIENCE

**EURO RSCG present**  
Associate Creative Director

As lead creative director on Oppenheimer Funds and NYSE, we created and launched brand new global campaigns that were met with our clients and audience acclaim. National and global campaigns were very successful and results showed a growth of up to 30 percent in audience responses. Other clients I worked on are Jaguar, Schwab, Ritz and Exxon. The work consisted of TV, Print, web and social media.

**Freelance creative director consultant**  
Ogilvy, Publicis, Adworks, GSW-W

**Merkley + Partners**  
Creative Director of Design and Photography

Responsible for building a department for all Mercedes-Benz print materials, such as Collateral, OOH, POS as well as the creation of a photography image library. Successfully developed a new, more conceptual system of brochures by adding a contemporary look to all the new materials produced, including most of the corporate print. The highlights of the work to date on Mercedes include the launch of GL, GLK, SL, E and S Class and re-branding all print communication materials.

**Concept Soup**  
Partner, Co-Creative Director

Focusing on building 360 degrees cohesive brands for companies like Cadillac, Lincoln, Mercury and Nordstrom BP. They included all type and mediums of communication such as print, outdoor and web. Other clients were Ford, San Francisco Magazine, Mpower, Fairmont Hotels, Citron Haligman Betecarre, Deutsch LA, Leo Burnett, Katsin Loeb Advertising, JWT, Y&R and BBDO

**GoldbergMoserO'Neill**  
Design Director, ACD

Responsible for establishing a new design department as well as overseeing all print advertising. Clients included Sempra Energy, Dell, Cisco systems, Coca-Cola and Kia.

## Team One Advertising

Senior Art Director

Spearheaded the concept and design development of Lexus collateral materials including the launch of the ES 300, GS and RX. Other accounts included Heal the-Bay, Childhelp, Rossignol.

**The Designory**  
Senior Art Director

Created all collateral materials for the famous Oldsmobile Aurora, Bravada and Intrigue launches.

**Rubin Postaer & Associates**  
Art director/designer

Developed and designed the graphic identity for most of the Honda printed materials from 1991 through December 1993. Other projects included Disney and HomeFed Bank.

**Vianu Design**  
Principal

Projects ranged from packaging to corporate identity and annual reports. Clients included Artemide, New York Times, The Good Samaritan Hospital, The Ultra Group, and many others.

## EDUCATION

N. Grigorescu Institute of Fine Arts  
Art Center College of Design  
Pasadena, California  
BFA Graphic Design / Packaging

## AWARDS

Ad Club  
London International Advertising Award  
Clio Silvers and finalist  
International Automotive Design and Advertising Graphis  
Graphic Design USA  
Mobious Design and Advertising Awards  
Print Magazine  
How Magazine  
Lucy - Nominated for best art direction of the year