

Alexander Braidwood
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Education

Bachelor of Fine Arts
Graphic Design, Emphasis on Interactive and Motion Design
College for Creative Studies, Detroit, MI, May 2001 with Honors

Work Experience

College for Creative Studies (CCS) : Detroit, MI

2008 – 2009 Academic Year
Visiting Assistant Professor, Graphic Design Department
Member, Graphic Design Department Advisory Board

Formalplay LLC : Ferndale, MI

2006 – Present
Principle and Founder

Partial Client List
TeamDetroit (Ford, Lincoln) Fuse Communications (Audi)
Campbell-Ewald (Chevy, XM Radio, Alltel) Organic, Inc (Jeep, Chrysler)
Sagient (Exxon Mobile) Y&R Brands (Mercury)
Beth Singer Photography Jeffrey King Interiors
Ingles & Associates Interior Design Jazz Audience Advocates

Studio Highlights

2008 Sponsored a City of Ferndale Youth League T-Ball Team.

2007 Elevator and Formalplay receive Best in Show - Interactive at the 2007 Detroit AIGA Design RE:View for the design and development of Mottoform.com. Designed by Elevator and Developed by Formalplay.

2007 Formalplay and Fuse Communications receive honorable mention for the design and development of Audi USA's North American International Auto Show interactive tour at the 2007 Detroit AIGA Design RE:View. Interface Design, Motion Design and Development by Formalplay.

2007 Organic, Inc and Formalplay awarded the Adobe Site of the Day for the Chrysler "Another Day" online experience.

2006 Formalplay generated the typography for the CREATE magazine issue about motion design in Detroit using a generative typography creator that we developed.

2006 Campbell-Ewald and Formalplay created the online experience for the Chevy Tahoe / The Apprentice online promotion. As a result of the user experience provided by this website, it was featured in the New York Times, discussed on NPR's All Things Considered, and featured as part of the cover story of Wired Magazine, December 2006.

College for Creative Studies (CCS) : Detroit, MI

Fall 2002 semester – Winter 2008 Semester
Adjunct Faculty, Graphic Design Department
Member, Graphic Design Department Advisory Board

Highlights during the position

2008 Mentored student teams participating in the Microsoft Silverlight invitational. 5 art and design schools were invited to participate in this interactive design challenge. Of the 11 projects selected as finalists, 7 of them were projects from the CCS teams mentored including the overall 1st and 3rd place winners.

2007 Co-presented the CCS Graphic Design Department's collaborative teaching model at the AIGA Schools of Thoughts 3 conference with Doug Kisor, CCS Graphic Design Department Chair.

Organic, Inc : Bloomfield Hills, MI

2004 – 2006
Senior Experience Architect
Responsible for managing motion design and development of online experiences created for the main brand websites of DaimlerChrysler; Chrysler, Jeep & Dodge.

Highlights during the position

Received dozens of local, national and international awards including multiple Caddies, 7 Webby Awards, 6 Web Marketing Association (WMA) Awards, 4 Adobe Site of the Day Awards, 2 Favorite Website Awards, 2 GLIMA Awards, and 3 Exceptional Experience ("EE") Awards.

Work Experience (continued)

Freelance and Contract Design

2001 – 2004

Partial Client List

Defrost Design - Royal Oak, MI - Interactive Design and Development
Elevator - Windsor, ON - Graphic / Interactive Design and Development
AIGA Detroit Chapter - Detroit, MI - Interactive Design and Development
Pluto Post - Birmingham, MI - Interactive Design and Development
Organic, Inc - Bloomfield Hills, MI - Interactive / Motion Design & Development
VectorForm - Detroit, MI - Interactive Design and Development
WDIV Channel 4 - Detroit, MI - Collaborative Typeface Creation with James Houff
CLEAR Magazine - Royal Oak, MI - Interactive Design and Development

Exhibitions

2005 College for Creative Studies Faculty Exhibition

Center Galleries, College for Creative Studies, Detroit, MI

2005 Noise: Seen and Unseen Noise Sound Art Festival.

Live experimental audio performance.
Ontological-Hysteric Theater. New York, NY

2004 RE/VIEW: A New Media Art Exhibition

Generative Motion Graphics Installation.
RX Gallery. San Francisco, CA

2003 VERT @ ©POP

Live Reactive Video Performance.
Detroit Electronic Music Festival (DEMF) Post-festival Gallery Event.
©Pop Art Gallery. Detroit, MI

2003 Underground People Movers

Live Reactive Video Performance.
Detroit Electronic Music Festival (DEMF) Post-festival Gallery Event.
Detroit Artist Market. Detroit, MI

2002 – 2003 Element Art Salon

Live audio performances.
Motor Lounge. Detroit, MI

2001 Selections III

Reactive / Interactive Installation.
Center Galleries. College for Creative Studies, Detroit, MI

2001 Exhibit A: Evidence of Pleasure

International Juried Exhibition of Print and Interactive Design.
Center Galleries. College for Creative Studies, Detroit, MI

2001 14 Pieces : An Exhibition of Leftover Material, Design Methods, & Process

Tangible interface installation. Opening night live audio performance.
Center Galleries. College for Creative Studies, Detroit, MI

Conferences Attended

2008 AIGI Student Conference - Attended as faculty chaperone
Chicago, IL

2008 How Design Conference

Boston, MA

2007 AIGA Schools of Thoughts - Attendee and Panelist

Pasadena, CA

2005 FITC Weekend Workshop Series: Joshua Davis

Toronto, ON

2003 & 2004 Flash in the Can

Toronto, ON