

Alexander Braidwood

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Education

Art Center College of Design, Pasadena, CA

MFA Candidate, Graduate Media Design Program

September 2009 – Present

College for Creative Studies, Detroit, MI

Bachelor of Fine Arts – May 2001 with Honors

Graphic Design, Emphasis on Interactive and Motion Design

Teaching Experience

College for Creative Studies (CCS) : Detroit, MI

2008 – 2009 Academic Year

Visiting Assistant Professor, Graphic Design Department

Member, Graphic Design Department Advisory Board

College for Creative Studies (CCS) : Detroit, MI

Fall 2002 semester – Winter 2008 Semester

Adjunct Faculty, Graphic Design Department

Member, Graphic Design Department Advisory Board

Member, Graphic Design Department Interactive & Motion Advisory Board

Highlights during the position

2008 Mentored student teams participating in the Microsoft Silverlight invitational which focused on the roll of design and technology to deal with issues of sustainability. 5 art and design schools were invited to participate in this interactive design challenge. Of the 11 projects selected as finalists, 7 of them where 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.

2002 – 2008 Defined, developed and taught interactive courses that eventually became part of the department's core curriculum and remain in place.

Work Experience

Formalplay LLC : Ferndale, MI

2006 – 2009

Principle and Founder

Partial Client List

TeamDetroit (Ford, Lincoln)

Campbell-Ewald (Chevy, XM Radio, Alltel)

Sagient (Exxon Mobile)

Beth Singer Photography

Ingles & Associates Interior Design

Fuse Communications (Audi)

Organic, Inc (Jeep, Chrysler)

Y&R Brands (Mercury)

Jeffrey King Interiors

Jazz Audience Advocates

Studio Highlights

2009 Interfaces 09 Student Conference : Co-presented, with Meredith Morrison, the importance of design research in our approach to process in the classroom.

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 our generative typography creator.

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.

Work Experience (continued)

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 Chrysler; Chrysler, Jeep & Dodge.

Highlights during the position

Received many 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, an internal award voted on by employees throughout all of the Organic offices.

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 Noise: Seen and Unseen Noise Sound Art Festival

Live experimental audio performance.

Richard Foreman's Ontological-Hysterical Theater. New York, NY

2005 College for Creative Studies Faculty Exhibition

Center Galleries, College for Creative Studies, Detroit, MI

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