

Alec Donovan

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Professional Summary

Creative Director and Brand Designer with over 10 years of experience leading teams across technology, entertainment, and branding agencies. Expertise in brand systems, motion design, digital product design, and creative strategy for global brands. Skilled in leading multidisciplinary teams and developing cross-platform visual identities.

Core Skills

Brand Design • Creative Concepting & Direction • Motion Design • Visual Identity Systems • Digital Product Design • Art Direction • Animation • Team Leadership • Brand Strategy • Adobe Creative Suite • Figma • After Effects • Cavalry • Generative AI

Professional Experience

Instagram — Lead Brand Designer, In-Product Creative

Jan 2023 – Present

- Lead creative initiatives to drive attribution and positive brand sentiment within Instagram's flagship product experience.
- Collaborate with cross-functional partners to develop integrated brands and campaigns for new standalone product launches.
- Develop and drive brand systems that scale across multiple teams and product surfaces.

Atlassian — Lead Designer, Creative Team

Jan 2022 – Dec 2023

- Designed and directed visual campaigns to drive awareness and growth for flagship SaaS products.
- Developed and implemented the brand identity for a new enterprise platform offering.
- Partnered with cross-functional teams to create founder keynotes for major events.

Waze (Google) — Head of Design, Brand & Marketing

Jan 2020 – Dec 2022

- Optimized and implemented a large-scale rebrand that increased efficiency and visual consistency across a wide range of touchpoints.
- Redesigned and systematized the brand illustration style for use in marketing and product.

- Managed teams of designers, writers, illustrators, and animators across multiple high-impact marketing and brand campaigns.

Wolff Olins — Design Director

Jan 2019 – Dec 2020

- Directed teams building visual identity systems for global tech and media clients.

Showtime Networks — Art Director

Jan 2018 – Dec 2019

- Developed and implemented broadcast and digital campaigns for original series launches.

And/Or Studio — Associate Creative Director

Jan 2017 – Dec 2018

- Oversaw the creation of visual and motion design systems for major entertainment clients.

Bruce Mau Design — Associate Creative Director

Jan 2012 – Dec 2016

- Led multidisciplinary teams developing brand strategy and visual identity systems for global clients across tech, culture, and education sectors.

Freelance Experience

Creative direction, design, and animation for clients including:

Public Address Studio, TED Talks, Sephora, MTV, Greenblatt-Wexler, and MTWTF Studio

Select Clients

Warner Media, Sonos, Netflix, Amazon, Adidas, University of Southern California, KPMG, A/D/O by Mini, Yieldstreet, Proper Hotels, truTV, National Ballet of Canada, Hinge Health

Education

BFA, Communication Design and Technology

Parsons The New School for Design — New York, NY

Honors & Awards

Parsons Communication Design Valedictorian • YouTube/Guggenheim Play Biennial Shortlist • Promax BDA (Bronze) • One Show Entertainment (Bronze) • Communication Arts Design Annual • Fast Company Best Branding • D&AD Wooden Pencil