



ALAIN PETERSEN

CREATIVE DIRECTION // ANIMATION // DESIGN // ILLUSTRATION

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Profile

Experienced Art Director with expert knowledge in TV production operations and creative team management. Supervised creative departments at top market television news networks in the US and Europe. Proven leadership abilities and problem solver with exceptional written and verbal communication. Skilled in animation, print, design and illustration.

Experience

WSPA 7 & WYCW 62, Spartanburg, SC, 29303 2024 - Present
Art Director Promotions, News and Sports for 2 TV stations

CBS affiliate, major market TV Station in Upstate South Carolina, Nexstar Media Group owned and operated

Key Achievements_____

- Creative leadership, brand identity and development, hands-on technical expertise
- Innovative motion graphics, news, sports and entertainment
- High impact marketing campaigns for legacy broadcast media and emerging streaming services

WSVN-7 Miami, FL 2015 - 2024

Designer news, Designer weekend news and sports

Owned and operated flagship station in the greater South Florida area with an emphasis on hourly, primetime newscasts, weather, entertainment and sports.

Key Achievements_____

- On-Air design for news, weather and entertainment
- Infographics, banners, interstitials, full screens, promos
- Daily news graphics, strong typography and design skills
- Lead designer weekends for all news shows and sports



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BRANDEDDY DESIGN LLC, New York City 2009 - 2015

Independent branding and animation studio serving TV networks, entertainment and mobile.

Key Achievements_____

- Branding, promos, logos, network ids, network animation
- Contract and project support for network and independent studios
- Interface design, mobile apps, game elements
- web design, character design and cartoon animation

NBC Universal, New York City 2006 - 2012

Lead animator/designer NBC News shows and specials

Full service in-house design studio for NBC network original programming, including prime time TV shows, News and network specials. The Today Show, Dateline NBC, Nightly News.

Key Achievements_____

- Weekend Art Director Nightly News
- Lead artist daytime, The Today Show, Dateline
- New artist training
- Specials and independent branding



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RTL4, The Netherlands 2004 - 2006

Art Director News Operations and Short-form Programming

Art Director news operations at RTL-4 TV network in the Netherlands. Art department responsible for daily newscasts, business news, talk, sports and prime time programming.

Key Achievements

- Designed and implemented work-flow production standards
- Hired and coached new staff members elevating design skills
- Streamlined relations between editorial and creative departments
- Built new design team by hiring and training

MSNBC, Secaucus, NJ 2000 - 2004

Lead On-Air Artist/Animator

Art direction on-air news and information graphics 24 hour news channel. Graphics production prime time news shows. Creative liaison between news, control room and creative staff. Animator long and short form programming.

Key Achievements

- Multiple rebranding projects prime time shows
- Key liaison between editorial, technical and creative staff
- Efficient problem solver in high volume production environments
- Earned multiple ovation awards for design initiatives

FOX News Channel, NYC 1996 - 2000

On-air artist, show lead animator

Designer/animator on-air news 24hour news channel. Complete show packages, including ID's, title design, promos, interstitials, banners, map design. Multi-task multiple jobs in high volume news environment.

Key Achievements

- Initial network launch and multiple show rebrands
- Storyboarding, logo designs interstitials, network ID's
- Weekend animator prime time news and entertainment
- Lead artist dayside programming



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Education

Northeastern University, Boston, MA

Bachelor of Science in Art and Graphic Design

Theatre Arts

Skills

Creative team management including vendor relations and external creative agencies. Budget, planning, hiring and personnel training. Strong writing and interpersonal skills.

After Effects, Ross Xpression, C4d, Adobe Creative Suite, Premiere, Procreate