

Alexander Wolf

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EXPERIENCE: **ELLE Decor**, New York City
Editorial Designer, June 2011–present

- Designer of Front and Back of Book pages for the venerable Hearst Magazines title
- Contribute fresh takes on typographic styling while maintaining the well-established *ED* aesthetic

Ralph Lauren, New York City
Digital Designer, Jan. 2011–June 2011

- Designer of select RalphLauren.com pages / graphics and email promotions throughout Men's, Women's, Children's, Sporting, and Home product ranges in the USA as well as abroad
- Designer of company-wide internal video player site and components within company intranet

CITY, New York City

Art Director (previously, Designer & Production Editor), Aug. 2007–Dec. 2010

- Fronted the art direction and design of the fashion-centric national lifestyle magazine, including its top-to-bottom redesign in 2008 and format relaunch in the summer of 2009
- Redefined and implemented all new typefaces, custom type treatments, graphics, distinct layouts per section of each issue, as well as created a new, more stylish *CITY* logo in Nov. 2008
- Contributed extensively to other departments of the staff — story ideas, edited select feature and fashion content, directed freelance retouchers, commissioned illustrators, and wrote FOB clips
- Managed print production across all editorial and advertising-creative spectrums including in-house color proofing (Epson Stylus Pro 7880) and online soft proofing via Kodak InSite
- Instrumental in *CITY* online — designed launch of *CITYist.com* and implemented WordPress updates

Bernstein & Andriulli, New York City

Art Director / Designer, Jan. 2010–Dec. 2010

- Designer of print and digital materials for the creative management agency and media consultancy, including agency promo books and capabilities publications, LeBook ads, Keynote presentations, and stylized photographer portfolios — each including a redesigned B&A logo I created
- Drafted updates to the B&A web site and adapted prior print-based promos onto online platforms

Brightcove, Cambridge

Junior Designer, June 2006–May 2007

- Created ads for industry magazines and web sites, skinned media clients' custom internet video players, designed internal documents and presentations, drafted updates for the Brightcove web sites

PROJECTS: **Skilled in multitasking concurrent freelance projects, including:**

W Hotels, 2008–2011

- Art Director of Fall 2010 and Spring 2011 store catalogs distributed globally in W locations and WHotelsTheStore.com
- Design and/or print production of previous editions: Fall 2010 lookbook, Spring 2010, Fall 2009, Spring 2008, Fall 2008

SPREAD ArtCulture, 2009–2010

- Art Director of 2010 edition and Production Editor of the 2009 edition for the annual arts-centric publication
- Designed and updated *SPREAD ArtCulture* web sites

ENDURANCE, 2009

- Co-designed 160-pg photography book by Theresa Ortolani for powerHouse, honored twice in *PDN's* Photo Annual 2010
- Created press and promo materials and the book's website

Brand Asset Group, 2009

- Designed pitch deck and visual aids to help secure the agency Alberto Culver (hair care advertising account)
- Managed print production and created ad mechanicals for Alberto Culver brands in *Ebony*, *Essence*, *VIBE*, *Jet*, etc

Motion Affair Planner, 2007

- Design and print production on the 2007–2008 edition of the 200+pg. Boston-centric planner and city guide

Additional Print Clients:

- Wildfox, *Modelinia*, Gallery Stock

Additional Digital Clients:

- Doyle & Doyle, Seamless Showroom, *Desert Living*, and portfolio sites: EddieBrannan.com, JulieRagolia.com, etc

SKILLS: **Deft proficiency throughout Macs in print as well as digital media design and production:**

- Adept in use of Adobe InDesign, Acrobat, Photoshop (inc. pro plugins and intermediate retouching), Illustrator, Lightroom, Dreamweaver, HTML, CSS, and working knowledge of Flash, WordPress, Quark

EDUCATION: **Graduate of Emerson College**, Boston
Bachelor of Arts in New Media Production; Magna Cum Laude