



Alexander Wolf

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STAFF EXPERIENCE:

CITY, New York City

Art Director, June 2009–present

Design Director, Nov. 2008–May 2009. Senior Designer & Production Editor, Aug. 2007–Oct. 2008

- Fronting the art direction and design of the fashion-centric title with 200k circ, 6/year (prev. 8), including its top-to-bottom redesign in 2008 and format relaunch in summer 2009
- Redefine and implement all new typefaces, custom type treatments, grids, distinct sections of the publication, as well as created a new, more style-centric *CITY* logo in Nov. 2008
- Collaborate with past and present Creative Directors Fabrice Frere and Eddie Brannan and contribute extensively to other departments of the staff — editorial story ideas; edit several FOB pages, write FOB clips, direct freelance retouchers, and commission illustrators
- Manage 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

Bernstein & Andriulli, New York City

Designer, Jan. 2010–present

- In-house designer of print and web-based materials and stylized photographer portfolios for the creative management agency and media consultancy
- Designed 'agency capabilities' publication, the inaugural promotional materials for B&A Shanghai, and the LeBook Connections 2010 kiosk presentations, all including a redesigned B&A logo I created

Brightcove, Cambridge

Junior Designer, June 2006–May 2007

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

FREELANCE:

Skilled in multitasking concurrent projects in print and digital media, including:

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

SPREAD ArtCulture, 2009–2010

- Art Director of 2010 edition and Production Editor / printer liaison for the 2009 edition for the annual arts-centric publication

Brand Asset Group, 2009

- Designed and sourced images for extensive pitch deck and other visual aids that secured the agency their Alberto Culver account (hair care advertising)
- Managed print production and created ad mechanicals for Alberto Culver brands in *Ebony*, *Essence*, *VIBE*, *Jet*, etc

W Hotels WISH, 2008–2010

- Design and print production on Spring 2010 and Spring 2008 catalogs, print production on Fall 2008

Motion Affair Planner, 2007

- Designed and managed print production on the 2007–2008 edition of the Boston-centric planner and city guide, expanded book to over 200 pages

Additional print work:

- *Chief Executive*, Emerson College, Lure Restaurant

Additional web work:

- *Playground*, *Desert Living*, Doyle & Doyle, JulieRagolia.com, EddieBrannan.com, ZackeryMichaelStudio.com, Lever House Restaurant

COMPUTER SKILLS:

Comfortable across Mac and Windows platforms

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

EDUCATION:

Graduate of Emerson College, Boston

Bachelor of Arts in New Media Production; Magna Cum Laude

- Creative Director / Designer of seven editions of student publications *Gauge* and *Developed Images*, distributed throughout downtown Boston (included regional award winners)