



# Alexander Wolf

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## STAFF EXPERIENCE:

### **CITY**, New York City

Art Director, June. 2009 – present

Design Director, Nov. 2008 – May 2009. Designer (Senior) & 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 within 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
- Maintain city-magazine.com; co-edit and program weekly e-newsletter (55k circ)

### **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 between concurrent projects in print and web media, including:**

#### **ENDURANCE**, 2009

- Co-designed 160-page photography book by Theresa Ortolani for powerHouse books.
- Created press / pr materials and the book's website.

#### **Brand Asset Group**, 2009

- Designed and sourced images for extensive pitch deck and other visual pieces that landed 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.

#### **SPREAD ArtCulture**, 2009

- Production Editor and printer liaison for the 2009 edition of the annual publication published by Bernstein & Andriulli. Designed *SPREAD*'s 2009 web site.

#### **W Hotels WISH**, 2008

- Managed print production on Fall 2008 catalogue.
- Designed and print production on Spring 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, ZackeryMichaelStudio.com, MartinWaittStyle.com, Lever House Restaurant, MercBar.

## COMPUTER SKILLS:

### **Comfortable across Mac and Windows platforms**

Adept in use of Adobe InDesign, Acrobat, Photoshop (inc. pro plugins), Illustrator, Lightroom, Dreamweaver, RapidWeaver, Microsoft Office, 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 Magazine* and *Developed Images*, distributed throughout downtown Boston (included award winners)