

ALEXANDER WOLF

alexander@xndr.net | 917.657.3999 | → alexanderwolf.nyc

EXPERIENCE:

DuJour Media Creative Director, April 2019 – Present (previously on staff between February 2017 – February 2018)

- Lead all creative direction and design of editorial content, defining the look of the quarterly print magazine
- Conceptualize and produce photo shoots, cover to cover, within all categories (celebrity, on-figure fashion, still life, etc.)
- Source and secure top industry talent and provide on-set direction for photo shoots chiefly in NYC, LA and London
- Design / lay out the entire magazine, including custom type treatments, in addition to print and digital marketing needs
- Direct retouching, post-production workflow, execute all pre-press needs and directly liaise with printing partners
- Hire and collaborate with in-house editorial staff, oversee a team of freelancers and maintain creative budget

Bergdorf Goodman Art Director, April 2018 – April 2019

- Art Director of omnichannel projects including seasonal campaigns and launches from conception to on-set direction and all post-production processes, co-op funded campaigns (branded content shoots) for BG partners such as Balenciaga and Chanel, monthly ecomm and social photoshoots, as well as marketing collateral and special projects throughout all brand touch points (in-store, OOH, website, email, social, video, etc.)
- Collaborated with creative teams of top industry talent including photographers Chris Colls and Sebastian Kim
- Led the design and pre-press on a wide-range of national magazine and newspaper ads (inc. *Vogue*, *Harper's Bazaar*, *The New York Times*, etc.), digital lookbooks for brand partners, .com landing pages and home page refreshes, digital advertisements, event invitations, in-store signage and collateral for concept shop launches

Town & Country Deputy Art Director, October 2014 – February 2017

- Designer of features, front-of-book pages and special sections (including *Town & Country Travel* magazine)
- Conceptualized select photo shoots as well as provided on-set photo art direction and styling

Lucky Associate Art Director, January 2014 – October 2014

- Designer of select covers, fashion features and front-of-book pages as well as provided on-set photo art direction and styling throughout the 1+ million circulation title, overseen by Condé Nast Artistic Director, Anna Wintour

ELLE Decor Associate Art Director, June 2011 – December 2013

- Designed editorial pages, provided on-set photo art direction and styling as well as managed all retouching
- Instrumental in the launch of its tablet edition, overseeing how the print magazine translated to a digital experience

Ralph Lauren Digital Designer, January 2011 – June 2011

- Designer of select RalphLauren.com home and landing pages, its new Intranet site RL Times, ad units, as well as global email promotions throughout Women's Collection, Men's Purple Label, Children's, Sporting and Home product ranges

CITY Art Director (previously, Designer & Production Editor), August 2007 – December 2010

- Led the art direction, design and pre-press/production of the award-winning national luxury lifestyle magazine

PROJECTS:

Bal Harbour Shops Magazine, 2023–2024

- Art Director of the quarterly title, including a thorough redesign and the launch of tabloid-sized special editions
- Manage and/or execute all retouching and pre-press needs

L'OFFICIEL USA, 2022–2024

- Served as the magazine's Production Director, in addition to designing a wide range of feature and cover layouts
- Directly collaborated with the Editor-in-Chief and Global Chief Revenue Officer on all aspects of the 8/year title

Davidor, 2020–2024

- Designer of a wide range of marketing pieces for the French luxury jewelry Maison including OOH billboards, boutique façade visuals, print ads, and web / social graphics

TRIBEZA, 2016–2018, 2020–2021

- Art Director of Austin's leading independent arts & culture magazine, designing all editorial content within monthly issues

ELLE DECOR: The Height of Style, 2013–2014

- Designer of 200+pg coffee table book for Abrams, celebrating the finest homes and decorating ideas from around the globe
- Managed and / or executed all retouching and proofing

W Hotels, 2008–2011

- Art Director and/or designer of seven store catalogs distributed globally in W locations and WHotelsTheStore.com

Bernstein & Andriulli, 2010

- Designer of print and digital materials for the creative management agency, including its new logo, promo books and web site updates

EDUCATION:

Emerson College, Boston Bachelor of Arts in New Media (Digital) Production; Magna Cum Laude