

# ALEXANDER WOLF

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## EXPERIENCE:

### **Bergdorf Goodman**

*Art Director, April 2018 – Present*

- On-set Art Director of photoshoots supporting print advertising, ecommerce, email marketing and social-channels
- Designer of print and digital assets including national magazine and newspaper ads (inc. *Vogue*, *Harper's Bazaar*, *The New York Times*, etc.), .com lookbooks / landing pages, home page and banner refreshes, sales associate emails, event invitations, in-store signage, collateral for concept shops and all materials for the launch of Palette restaurant
- Pivotal in redesigning the in-house Fall 2018 magazine, including the implementation of all new typefaces into the Bergdorf Goodman brand identity, which have since been rolled out onto BG's digital platforms

### **Marie Claire**

*Art Director, February 2018 – April 2018*

- Art direction and design for editorial pages, including features, throughout the April, May, June and July 2018 issues

### **DuJour Media**

*Art Director, February 2017 – February 2018*

- Led all art direction and design of editorial content for the quarterly print magazine — providing creative direction, concepting photo shoots and subsequent on-set photo art direction, still life photography styling, cover and feature layouts including redesigned sections, custom type treatments and all retouching management
- Redesigned company Media Kit as well as developed event invitations and other marketing collateral

### **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
- Mentored junior designers and oversaw interns, as well as ran the department in the Design Director's absence
- Managed and/or directed all in-house retouching and color correction

### **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 retouching throughout the magazine, within a team of two, collaborating with Creative Director, Florentino Pamintuan
- Instrumental in Spring 2012 magazine-wide redesign by proposing and then implementing its new typefaces, as well as redesigning several pages and developing new sections of the publication
- Designer of 200+page ELLE Decor coffee table book, published by Abrams, celebrating the finest homes and decorating ideas from around the globe, including the management and / or execution all retouching and proofing

### **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 and design of the fashion-centric national lifestyle title, including magazine-wide redesigns
- Executed all production duties including in-house color proofing and management of ad creative mechanicals

## SKILLS:

### **Highly proficient in print and digital design, with wide-ranging software knowledge:**

- Experienced in the use of Adobe InDesign with WoodWing, K4 and InCopy, Photoshop (including skill in retouching), Illustrator, Acrobat, Lightroom, Squarespace, HTML and CSS. Working knowledge of After Effects and Final Cut Pro

## EDUCATION:

### **Graduate of Emerson College, Boston**

*Bachelor of Arts in New Media Production; Magna Cum Laude*