

// ALEXANDRA ZEIGLER

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// QUALIFICATIONS

- 12 years of experience in editorial design and art direction.
 - Extensive creative direction of photographers and illustrators worldwide.
 - Success in managing staff, maintaining budgets, and meeting deadlines.
 - Expert in QuarkXpress, Photoshop, and Illustrator. Working knowledge of InDesign and HTML.
 - Complete familiarity with pre-press production, printing, color correction, and retouching.
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// EXPERIENCE

YOGA JOURNAL MAGAZINE

Associate Art Director (08.05–Present)

- Assist Creative Director with all aspects of the magazine
- Work closely with edit staff to conceptualize art direction for feature stories
- Art direct photographers and illustrators
- Select, hire and direct prop & wardrobe stylists, models, hair & makeup
- Attend lifestyle, food, health & yoga photo shoots
- Responsible for department and feature design
- Manage freelance production staff during shipping of the book so that workflow runs smoothly and all deadlines are met.
- Maintain budgets
- Re-designed Home Practice section of the book to a pull out poster resulting in advertising sponsorship

FRETS MAGAZINE

Art Director (07.04–08-05)

- Created cover-to-cover redesign, resulting in substantial growth in audience, increased revenue, and heightened visibility.
- Currently nominated for “Most Improved Magazine” by the Maggie Awards (05).
- Select and commission all photographers and illustrators.
- Responsible for cover design, features, and other sections when necessary.
- Supervise all aspects of the art department including staff and budget.
- Oversee design of web site.

GUITAR PLAYER MAGAZINE

Art Director (06.02-08-05)

- Collaborate with Editor In Chief to establish overall vision of the magazine.
- Facilitated in the hiring of Pentagram Design and worked closely with D.J. Stout on redesigning the magazine, yielding a 150% increase in ad revenue.
- Conceptualized new approach to product photography. Responsible for set dressing and style direction of photo shoots. Positive response from readers and advertisers on this improvement has been overwhelming.
- Initiated and restructured photo acquisition and research by establishing a photo department within the art department.
- Art direct all cover shoots. Design cover and high profile features.
- Work closely with Managing Editor to set and enforce deadlines.
- Responsible for all aspects of the art department management including staff and budget.

GUITAR PLAYER CUSTOM PUBLISHING

Art Director (06.02–Present)

- Directed Photo Editor, designers, and freelancers in the design of custom publications and materials for special events, successfully extending the Guitar Player brand. Including:
 - All-Star Guitar Lessons (publication)
 - 2005 Guitar and Bass Buyer’s Guide (publication)
 - Christian Guitarist and Bassist (publication)
 - PRS (publication)
 - Music Player Live! (event)
 - Guitar Hero (event)

MC² MAGAZINE (Music, Computers, Culture)

Art Director (01.00–06.02)

- Collaborated with Editor In Chief to launch magazine.
- Established the magazine’s overall design to appeal to the target audience.

- Managed model selection, directed and budgeted all in-house still photography in addition to all lifestyle and celebrity photography.
- Managed staff of freelance designers.
- Worked closely with the production department to meet closing deadline.
- Handled multiple tasks simultaneously under tight deadlines.
- Oversaw design of web site to ensure it's consistency with the magazine.

KEYBOARD MAGAZINE

Assistant Art Director (03.96-01.00)

- Responsible for the design of the magazine's departments and various features.
- Directed, managed and budgeted photo shoots in collaboration with Art Director.
- Worked closely with editors to conceptualize features and schedule photo shoots.
- Oversaw and assigned freelance photography and artwork.
- Acted as Art Director in the Art Director's absence, solved problems, handled blue line corrections and ensured that the production of the magazine ran smoothly.

RIDE BMX MAGAZINE

Art Director (06.94-09.99)

- Acted as Art Director for independent magazine, leading to enormous growth, success, recognition, and eventual acquisition by Times Mirror Publishing.
- Responsible for cover design, all feature layouts and departments.
- Worked with Photo Editor on story and design development.
- Worked closely with Production Manager to coordinate magazine schedule, photo retouching and color correction.
- Responsible for the concepts, design and layout for promotional material such as media kits, posters, t-shirts, etc.
- Managed workflow in a highly organized fashion with excellent time management skills.

// EDUCATION

School of Visual Arts (New York, NY)

- Editorial design course with Gail Anderson of Rolling Stone Magazine (94).

Rochester Institute of Technology (Rochester, NY)

- Bachelors Degree in Graphic Design (93).
- Associates Degree in Fine Arts (93).

// HONORS

- Design Team of the Year Award, CMPi awards (02).
- Print Regional Design Awards (00).
- Print Regional Design Awards (98).
- Print Regional Design Awards (97).
- Society of Publication Design Member.
- Art, Design and Photography Panelist for San Jose State University.

References available upon request.