

# ALEXANDRA DURBIN

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## EXPERIENCE

### 2008–2010 | Senior Designer, CREATETHE GROUP

- Website art direction and design for clients including Bulgari, Burberry, Calvin Klein, NOWNESS, Tom Ford, and Tory Burch.

**Bulgari** - Responsible for Bulgari's 2010 global site redesign and 125th Anniversary microsite design.

[www.bulgari.com](http://www.bulgari.com) & [www.bulgari.com/125anniversary](http://www.bulgari.com/125anniversary)

**Calvin Klein Jeans** - Responsible for art directing all online editorial, lookbook and product laydown photography, as well as the initial site design and upcoming homepage redesign. [www.calvinkleinjeans.com](http://www.calvinkleinjeans.com)

**NOWNESS** - Responsible for the 2010 site design. [www.nowness.com](http://www.nowness.com)

**Tom Ford** - Responsible for 2008 site redesign. [www.tomford.com](http://www.tomford.com)

**Tory Burch** - Responsible for 2008 site redesign, monthly collection and brand page designs, and all online media campaigns. [www.toryburch.com](http://www.toryburch.com)

### 2007–2008 | Senior Designer, ELLE.com | ELLEgirl.com

- Conceived, designed and implemented ELLE.com and ELLEgirl.com's 2008 redesigns
- Art directed online editorial photography for both websites and managed freelance photographers
- Contributing photographer for ELLEgirl.com
- Designed all imagery and Flash content for both websites
- Conceived editorial packages for both websites

### 2005–2007 | Art Director of Interactive, NYLON | NYLON GUYS

- Redesigned NYLONMAG.com in April, 2007; the site was chosen as a Webby Award honoree in April, 2008, and featured in two consecutive on-air iPod Touch ads in the winter of 2007
- Produced domestic and international shoots for both websites and magazines
- Managed and coordinated all freelance photographers for the sites internationally and throughout the U.S.
- Contributing photographer for NYLON's websites, magazines, associated books, press materials, custom content integrations and in-house advertising
- Created/oversaw all imagery and design for both websites and NYLON TV
- Created editorial concepts and packages

### 2006–2008 | Freelance Web Design, Double NY Productions

- Conceived and art directed website for New York-based fashion production company

### 2005–2006 | Contributing Photographer, MTV Networks

- Photographer for VHI's 2006 "Roc Docks" project
- Conceived and photographed VHI's 2005 fall look for their nationally broadcasted on-air spots and promotional materials

### 2004–2006 | Creative Manager, Online, SPIN Magazine

- Redesigned Spin.com twice, in 2004 and 2006, to streamline the brand's aesthetic
- Booked photographers for SPIN's festival coverage and coordinated SPIN's college correspondent program

### 2004–2005 | Creative Manager, Online, VIBE/SPIN Magazines

- Redesigned both magazines' websites in 2004

- Coordinated with SPIN and VIBE's photo directors to produce photo shoots internationally and throughout the U.S.
- Managed and created all editorial and advertorial-based microsites
- Acted as editorial fashion director for SPIN magazine at the 2006 MAGIC Convention, Las Vegas
- Conceived, managed and executed SPIN's first-ever Fashion Week coverage

#### **2002–2006 | Contributing Photographer, PAPER Magazine**

- Photographed monthly bar, club and store features
- Photographed New York-based events including New York Fashion Week, 2002-2006

#### **2002–2004 | Assistant to Creative Director, PAPER Magazine**

- Acted as website's main production manager and associate designer
- Responsible for all online photo editing and retouching
- Designed and oversaw all online editorial
- Worked with magazine's senior ad designer to redesign PAPER's online media kit

### **EDUCATION**

<b>2000–2004</b>	Bachelor of Science in Studio Art, Magna Cum Laude, New York University
<b>2003–2004</b>	Digital Photography, International Center for Photography
<b>Jun–Aug 1999</b>	Graphic Design Major, Rhode Island School of Design Summer Program

### **TECHNICAL EXPERIENCE**

Adobe Creative Suite CS4 (InDesign, Photoshop, Illustrator), Macromedia MX / CS4 (Flash, Dreamweaver, Fireworks), Capture One, Final Cut Pro, Keynote, Microsoft Office (Word, PowerPoint, Excel), Javascript, HTML, XML, XHTML, PHP, CSS