

alex bull

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SENIOR ART DIRECTOR

Promoted from Art Director in 2016; Promoted from Junior Art Director in 2014

BGB Group, New York, NY (2013–Present)

Lead designer across multiple pre-launch/launch brands, seeing projects through from initiation to release
Created visual and strategic solutions for print, convention, and digital assets
Managed and executed several tactical pitches which resulted in multiple agency wins
Presented to clients, advised them on visual recommendations & solutions, and then incorporated their input into ongoing projects
Partnered with a copywriter to develop solutions that were innovative, relevant, and on-strategy to meet client and brand goals
Developed concepts (for pitches, existing business, and launch campaigns) and supervised execution with designers and retouchers
Directed and managed external vendors and on-site freelancers

HEAD ARTIST & STUDIO MANAGER

Promoted from Artist/Craftsperson in 2012

Wendy Nichol, Fashion Designer, New York, NY (2011–2013)

Trained entry-level artists in all leather production techniques and mentored them as apprentices
Managed artists' completion of handbag production for all retail inventory, wholesale orders, and sample making
Critiqued and strengthened design concepts from prototype to production
Shot film production stills of ready-to-wear concept films
Crafted leather goods by hand with zero machinery and minimal tools to create cutting-edge fashion

FREELANCE GRAPHIC DESIGNER

Brooklyn, NY (2010–2011)

Guided clients and conceptualized their needs and goals
Presented multiple strategies and executed the most appropriate solutions
Managed design business by producing estimates, timelines, contracts, and invoices to clients

ASSISTANT ARTIST

Chelsea Knight, Video/Photo Artist, New York, NY (2010–2011)

Operated video camera and captured footage on multiple shoots and live performances
Retouched and edited photography and executed the keying of green screen footage

BROADCAST DESIGN INTERN

MTV Networks, Comedy Central, New York, NY (2009)

Designed and animated bugs and lower thirds for advertising campaigns
Prepared large quantities of artwork under urgent animation deadlines



EDUCATION

The Cooper Union for the Advancement of Science & Art
New York, NY, Bachelor of Fine Arts,
Magna Cum Laude, May 2010

AWARDS

Full-Tuition Scholarship, The Cooper Union (2006–2010)
The National Society of Collegiate Scholars (2007–2010)
Irma Giustino Weiss Fellowship (2006–2010)

PROGRAMS

Adobe CC (Photoshop, Illustrator, InDesign, & After Effects)
Microsoft Office (Word, Excel, PowerPoint, & Outlook)
Final Cut Pro, Mac OS, & Windows OS