

ALEX DROZDA

CONTACT

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alexandradrozda.com

EDUCATION

School of Visual Arts

MFA Design

Vanderbilt University

B.A. Art History
and American Studies

SKILLS

- Creative Direction
- Branding and strategy
- Design leadership
- Photo and video art direction
- Adobe Creative Suite and Figma

PROFILE

I am an art director and design manager with more than 15 years of experience leading teams to create campaigns for Etsy, West Elm, and Martha Stewart. My work includes on-set photo and video art direction for home, product, beauty, lifestyle, and out-of-home projects. My expertise includes building a brand vision, creative strategy, and collaboration.

WORK EXPERIENCE

ART DIRECTOR

Etsy

June 2016 – December 2023

- Led creative concepts for paid and organic social video campaigns, including celebrity partnerships
- Art direction for global TV and out-of-home campaigns. Set creative standards and provided feedback to agency partners
- Revamped video and photo brand guidelines
- Managed designers and freelance video, photo, and style teams. Led video editing and photo retouching feedback processes
- Collaborated with strategy, social, copy, and product teams
- Presented work to marketing and executive teams

ART DIRECTOR + DESIGN MANAGER

West Elm

May 2013 – June 2016

- Managed a team of designers and supervised production design for 12 print catalogs per year
- Redesigned typography and layout system for the catalog
- Led quarterly photo shoots on location and on self-designed sets in studio
- Collaborated across merchandise, ecomm, and store teams to ensure visual consistency across all areas of brand expression

ASSOCIATE ART DIRECTOR

Martha Stewart Living Omnimedia

November 2009 – December 2012

- Designed and photo art directed beauty, fitness, food, and health content for *Whole Living* magazine
- Translated print content to digital edition