

ALEXIS TJIAN

Creative Director | Art Director | Photography Director | Creative Producer | Photo Editor

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Hi. I'm Alexis (just call me Lex) and I am a passionate creative/photo director, creative producer and photo editor with 18+ years experience in the world of design, photography and video for brands in a wide range of industries. I help clients tell compelling stories for their brands through photography and video. I bring the best teams together and inspire creative excellence in each project I approach. With a background in editorial, experience in-house at a fast paced fashion e-commerce brand and working client-facing for a design and branding agency, I bring a unique perspective to my work, always striving to push the creative vision for brands I collaborate with.

EXPERTISE

Creative Concept and Presentation
Building Creative Teams and Management
Photo + Video Production
Budget Management
Art Buying, Research and Licensing
Location Research and Scouting
Casting Direction
Script + Storyboard Development
Brand Strategy
Client Facing Interaction
Catalog Pagination
Fashion Style-Outs
Creative Briefs and Proposals
Social Media Advertsing

SKILLS + TECH

Indesign
Photoshop
Photography - Digital + Film!
Excel / Word
Google Suite
Basecamp / Workfront / Airtable / Miro
Slack / Teams
Keynote / Powerpoint
Production Callsheets + Decks

EDUCATION

California College of the Arts
Bachelor in Fine Art, Photography
2006

University of California, Los Angeles
Bachelor in Science, Marine Biology
2001

OTHER

Crafts - Sewing, Weaving, Dyeing, Knitting
Surfing, Greenthumb-ing + a little French

AWARDS + HONORS

2017 Marketers that Matter Award
Tea Collection Catalog
2015-2017 American Graphic Design Award
Art Direction + Production
Tea Collection Catalogs
2009 Judge for International Photography Awards
2007 American Photography 23 Award - 2 Photos

RECENT PROJECTS

Google | [googlestore.com](https://www.google.com/store) | Photo | Creative + Art Direction

- Concept and art direction for all lifestyle photography for launch of Google Pixel Watch 2 and Google Pixel 8 Pro Phone

Old Navy | [oldnavy.gap.com](https://www.oldnavy.com) | Photo + Video | Art Director | Freelance

- On contract at Old Navy, art directing seasonal marketing campaigns from concept to production and in-season execution

Hodo Foods | [hodofoods.com](https://www.hodofoods.com) | Photo + Video | CDA

- Art direction and production of photo + video for website re-design of Hodo Foods, a plant-based food company, coinciding with their nationwide launch at Whole Foods and Target.

WORK EXPERIENCE

Google / Basic Agency | Creative Director, Content | 2021-Present

- Work on lifestyle assets for new product launches and campaigns with concept development, art direction, production (styling, cast, wardrobe, props, locations) on-set direction, post-production direction with retouchers and collaborate with our first in class design team to ensure final execution of our content assets (photo/video) come to life for the Google brand, on G-Store and for omni channel.

Chen Design Associates | Photo and Video Director | 2017-2019

- Led the creative execution, art direction and production of all photo and video projects for clients that came from a wide range of industries including, food/beverage, beauty, outdoor, fitness, finance and hospitality.
- Managed a team of creative collaborators including producers, photographers, stylists, retouchers and editors - working to craft the perfect team for each project.
- Managed budgets and work flow process for photo and video projects.
- CDA is a boutique design agency with 28+ years working with amazing brands.

Tea Collection | Editorial Art Director + Senior Manager | 2016-2017

- At Tea Collection, a globally inspired children's clothing brand, I brought a storytelling point-of-view to the art direction and content of all seasonal campaign imagery and assets.
- Responsible for up-front story planning in partnership with strategic cross-functional partners, pagination and flow of the catalogs (8-10 books per year), and led the production of all photo shoots.
- Assets created were utilized across all channels: catalog, online, wholesale, in-store, PR, social and events.
- Traveled 2-4 times a year to produce international and domestic photo shoots with budgets up to \$500k per season.

Tea Collection | Creative Producer + Senior Manager | 2011-2016

- As Creative Producer, I collaborated with photographers and art directors on the concept and execution of photo shoots.
- Managed the creative budget and all aspects of the production.
- Planned and paginated all catalogs and produced a large-scale retailer event and fashion show, twice a year.

Dwell Magazine | Associate Photo Editor | 2006-2011

- Dwell is a publication dedicated to modern design. As Associate Photo Editor, I assigned and produced photo shoots for stories in the magazine.
- Managed budgets, negotiated terms, directed creative briefs and developed content for the magazine.

Alexis Tjian Photography | Freelance Photographer | 2005-2010

- Freelance photographer shooting editorial and lifestyle photography, managed budgets and shoot schedules, delivered final assets to clients.