

Amy Rosenfeld

Creative Director • Brand Strategist
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Work Experience

Amy Rosenfeld Design • 2016-Present
MoroccanOil • Consulting Creative Director
Laird + Partners • Consulting Creative Director

Victoria's Secret

Creative Director (*creative and brand services*) • 2013-2016

Amy Rosenfeld Design • 2011-2013

Bloomingdale's • Design Director for Pink Book
InStyle • Design Director for Beauty Special
Architectural Digest • Design Director
Rachael Ray • Art Director
Waldorf Astoria • Design Director
HGTV • Design Director for Covers
People • Design Director for Cover Redesign

Brides (*publications, apps, videos, merchandising*)

Creative Director • 2009-2011

This Old House (*integrations of television and publications, magazine, books*)

Design Director • 2005-2009

BusinessWorld (*India's largest business weekly*)

Rebranding and Redesign • 2007

Outside

Art Director for Special Traveler Issue • 2004

Seventeen

Design Director • 2003

SmartMoney (*Wall Street Journal's personal finance brand*)

Art Director • 1996-2000, Design Director • 2000-2003

Scientific American

Rebranding and Redesign • 2000-2001

Martha Stewart Living

Art Director of Promotions • 1995

Education

State University of New York at Buffalo

BFA: Graphic Design • Minor: Art History

University of North London

British Studies

Awards

American Photograph • American Illustration • Society of Publication Designers (redesign, design, illustration, and photography) • National Magazine Award Nominee (general excellence, service, and single topic) • Society of Illustrators • Communication Arts Annual