

MICHELE TESSLER

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PRESENT

CLIENTS |

EDITORIAL

- Centennial Media:
Design Direction for Special Interest Publications.
Topics include Music, Pop Culture, & Politics.
- NJPAC: Marketing Design for events; invites, journals, banners, slide shows, menus, signage and ads.

DIGITAL

- WWD: Marketing Design for Womens Wear Daily. projects include, Newsletters, emails, event graphics, social media marketing.
- CBS Local Media:
An interactive guide for *Fall in NY: Like a Boss*.
- Porter Novelli:
Brand work for:
Panasonic Gift Guide.
FCC OOH outreach.
CDC Health advisories.

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PAST EDITORIAL

Allure
Cooking Light
Eat This Not That
ELLE Top Model
Food & Wine
InStyle
LivingRoom
Lucky
Mademoiselle
Men's Journal
O, The Oprah Magazine
People
Rolling Stone
Seventeen
USweekly

EDITORIAL

WW | Art Director

2015-2018 Conceptualized, art directed and designed covers, food features, and departments for WW (formerly Weight Watchers) magazine. On-set art direction. Photo research, prop styling and editing.

SHAPE | Design + Creative Director

2005-2011 Design and on-set art direction for covers, features and departments. Art directed spin-off titles: *ShapeBride*, *21 Days to a New You*. **OVERSAW A STAFF OF 5.**

REDBOOK | Deputy Design Director

2002-2005 Designed and art directed all features, departments, and many covers. **OVERSAW A STAFF OF 3.**

GEORGE | Design Director

1997-2000 Worked closely with founder John Kennedy to conceptualize, design and art direct all covers, features and departments. Oversaw production of magazine from color-separation, to directing outside retouchers, to press-checks. **OVERSAW A STAFF OF 3.**

FAMILY LIFE | Associate Art Director

1995-1998 Designed and art directed all features, departments, and many covers. Art directed photo shoots and assigned illustration.

METROPOLITAN HOME | Associate Art Director

1994-1995 Designed features and departments and several covers. Oversaw production of magazine. Art directed *Met-Home Plans* magazine.

MARKETING & ADVERTISING

CONSULTING ART DIRECTOR |

CLIENTS INCLUDED: American Express; AT&T; Best Foods; Columbia House Music; General Foods; Moët & Chandon Champagne; *New Woman* magazine; Pilsner Urquell beer.

AGENCIES: Grey Advertising; Lintas Direct; McCann Direct; Saatchi & Saatchi/DFS Advertising; Scali, McCabe & Sloves; and Ziccardi & Partners.

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AWARDS

Society of Publication Designers, Art Directors Club, Alfred Eisenstadt Award

EDUCATION

School of Visual Arts, New York City | BFA Graphic Design
Fashion Institute of Technology, New York City
High School of Music & Art, New York City

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