

design & publishing

CHRONICLE BOOKS • Chronicle Chroma

Los Angeles, California

Senior Graphic and Production Designer • March 2024-May 2025

Graphic Production Designer • August 2021-March 2024

Graphic Design

Designed covers and interiors of high-profile illustrated books including:

CAMO • Thandiwe Muriu • AIGA 50 Books | 50 Covers • PubWest award
Addie Ant Goes on an Adventure • Maren Morris • *New York Times* bestseller
*Get Your Sh*t Together* • David Shrigley • Featured on *Jimmy Kimmel Live!*
JIMI • Jimi Hendrix estate

Collaborated with art directors, editors, authors, production and marketing throughout the design process, managing schedules and materials

Designed marketing campaigns including digital ads, social media videos and posts, and printed materials to align with the audience of each book title

Production

Led the pre-press, proof review, and artwork finalization process, including color correction and retouching

Oversaw our partnership with international printers to test materials and manage printer-ready files

Improved the file management system for artwork, photography, and illustrations

PENGUIN RANDOM HOUSE • Crown Publishing Group

New York, New York

Pre-Press Assistant Manager • May 2014-June 2019

Managed and completed in-house composition, color-correction, and retouching for high-profile, best-selling illustrated books, including books by Giada De Laurentiis, Ina Garten, Martha Stewart, Chrissy Teigen, and The Home Edit

Collaborated with designers, production managers, and printers throughout the design and production process and to finalize files for printing

Oversaw production schedules and shared status updates with the pre-press and production teams

INSTYLE MAGAZINE • Time Inc.

New York, New York

Freelance Designer • August 2013-April 2014

Art Department & Tablet Design Intern • April-August 2013

Designed interactive layouts for the magazine's tablet version and layouts for the current print issue

Collaborated with photo department, editors, art directors, and designers to complete layouts on schedule

BRANT PUBLICATIONS • *Art In America, The Magazine Antiques, Modern*

New York, New York

Freelance Sales Assistant • January 2013-April 2013

Sales & Marketing Intern • September 2012-January 2013

Produced a bi-monthly art gallery guide for the Chelsea neighborhood and created content for the website, social media, and email communications

MISSOURI BOTANICAL GARDEN

St. Louis, Missouri

Graphic Design Intern • Summer 2010

Designed a 64-page book for the gift shop and managed ad schedule for local publications, designed marketing materials, ads, forms, and event materials

contact

portfolio • alexandriarosemartinez.com

email • alexandriam.rose@gmail.com

cell • 214.995.4100

education

ART CENTER COLLEGE OF DESIGN

Pasadena, California • Fall 2019-Spring 2021

Master of Fine Arts in Graphic Design

Focused on brand identity, design research, and user experience

COLUMBIA PUBLISHING COURSE

Columbia University

New York, New York • Summer 2012

Six-week intensive course on book, magazine, and digital publishing

WASHINGTON UNIVERSITY IN ST. LOUIS

St. Louis, Missouri • Class of 2012

Olin Business School

Bachelor of Science in Business Administration in Marketing

Magna Cum Laude

Sam Fox School of Art & Design

Minor in Communication Design

Minor in General Art

programs & skills

Strong Working Knowledge:

InDesign • Photoshop • Illustrator

General Knowledge:

After Effects • Premiere Pro • XD • Bridge • WordPress
Figma • Microsoft Office • Google Slides • Keynote

Typography • Branding • Marketing • Design Research
Motion Graphics • Publishing • Print Production
Photo Retouching • Color Correction

Conversational Spanish • Bookbinding