DIRECTOR · EDITOR · DESIGNER · AI VIDEO

ALEXANDER WOLFE

INSERT COIN TO OPEN

AWOLFEY NORTHERN CALIFORNIA · AVAILABLE

Cinema-trained image maker building brand marks, original type, concert films and AI-driven video, with a head full of pulp-paperback futures and biomechanical dreams.

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STUDIO Awolfey Productions

01

LOGO & BRAND

MARKS AND IDENTITIES FOR HOUSEHOLD NAMES

PUMA

LOGO & BRAND WORK

WEBSTER'S DICTIONARY

LOGO & BRAND WORK

LUMITONE

LUMITONE HD

TRAVEL CHANNEL

LOGO & BRAND WORK

ALSO

Designed the **Awolfey Productions** brand and logo: the studio mark on every page of this book.

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02

RLS PRODUCTIONS

CONCERT FILM · DIRECTOR / EDITOR

2016–2019 Series

DIRECTOR / EDITOR

CONCERTS IN THE GARDENS

RLS CONCERTS IN THE GARDENS

Directed and edited the **RLS Concerts in the Gardens** series for RLS Productions: live music shot and cut as cinema, from the first camera setup to the final edit.

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03

TYPE & NEW IDEAS

ORIGINAL TYPEFACES · CONCEPT DEVELOPMENT

Font design and new-idea work: **original typefaces** and concept development, from the first sketch of a letterform to a finished idea.

THE NAME ON THE COVER

ARISTOTLE PUNK

The **Aristotle Punk** typeface used for his name is by designer **Andrew2** (Dirt2.com and SickCapital.com).

MORE FONTS BY THE SAME DESIGNER

LAST DRAFT	VLODERSTONE	LAST RAFT
BY ANDREW2	BY ANDREW2	BY ANDREW2

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04

AI VIDEO PRODUCTION

LED BY OPENAI (CHATGPT) · IMAGE-TO-VIDEO ALSO EXPLORED IN GROK IMAGINE

3 yrs
HANDS-ON SINCE 2023

1000s
OF IMAGES

2010
INTERACTIVE AR VIDEO ROOTS

WORKFLOW

- **OpenAI (ChatGPT)** leads the work: concepts, prompts, scripts and shot planning.
- Augments **his own photography into video**: thousands of images, from camera to finished motion.
- Uses **Llama** as a base model, building and automating with **Python**, **GitHub** and **Windows PowerShell**, and collaborating on **Discord**.
- The lineage runs back to **2010**, designing interactive AR video on the iPad for **HP**.

`OpenAI · ChatGPT` `Llama` `GitHub` `Discord` `Python` `Windows PowerShell` `Own photography → video`

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05 EDUCATION

SAN FRANCISCO STATE UNIVERSITY

B.A. 2006

CINEMA GRADUATED

SAN FRANCISCO STATE UNIVERSITY

B.A. in **Cinema**, 2006. Trained on film, including hands-on **16mm and 35mm** editing on a Moviola, before the cut went digital.

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06 CREATIVE LINEAGE

PULP FUTURES · BIOMECHANICS · STREET TYPE

Raised on **1960s and 1970s science-fiction artwork**, the biomechanical worlds of **H.R. Giger**, and the slippery realities of **Philip K. Dick**.

> **UBIK · THE COIN-OPERATED DOOR**
> In *Ubik*, a man's own apartment door refuses to open until he feeds it a coin. Everyday life is metered, every object wants payment. Those strange pay-per-use worlds are what he draws from.

STREET-ART & TYPE LINEAGE · IN HIS OWN WORDS



Alexander tags **"Noah"** everywhere. As he tells it, he and this circle of designers are all in their 40s now, and their tags, reworked and changed a hundred times over, are still on walls in major cities everywhere. That is the line his letterforms come from.

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