

# KAYLEEN KAUFFMAN HOLCOMBE

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## Education

2011 • **Rhode Island School Of Design (RISD)**—Providence, RI

Bachelor of Fine Arts, Photography

2008 • **Bucks County Community College**—Newtown, PA

Fine Arts and Photography

## Experience

2017-Present • **Evoke**, *Art Director*—Philadelphia, PA

- Create digital and print solutions for multiple pharmaceutical clients. Projects include commercials, websites, print and digital ads along with other marketing assets for campaigns.
- Collaborate with team to create pitch decks for strategic planning, marketing and development.

2016-2017 • **Rodale's Organic Life Magazine**, *Senior Designer*—Emmaus, PA

- Worked with Art Director to re-imagine, change and unify the look and feel of the *Organic Life* brand through type, photography, design and imagery.
- Redesigned the *Organic Life* website to align with new vision.
- Created new templates, introduced new fonts, colors and hired new illustrators.
- Managed, conceptualized and designed all FOB and BOB.
- Developed and pitched ideas for illustrations and infographics.
- Attended photo shoots and print production meetings to manage the execution of idea concepts.
- Designed social media graphics and art directed the production of marketing ads.

2015-2016 • **Rodale Inc.**, *Interactive Designer*—Emmaus, PA

- Responsible for conceptualizing, designing, laying out and managing workflow for *Men's Health*, *Women's Health*, *Runner's World*, *Running Times*, *Prevention* and *Rodale's Organic Life* digital editions.

2013–2015 • **Prevention Magazine**, *Junior Designer*—Emmaus, PA

- Managed, conceptualized and designed all FOB and BOB.
- Developed illustrations and infographics.
- Identified and hired appropriate illustrators for brand.
- Assisted with adapting original print design for iPad and helped create graphics for social media.
- Attended photo shoots and print production meetings to manage the execution of idea concepts.
- Worked closely with the Photography Director to source additional imagery.
- Created and managed all layout templates.

2011–2013 • **Wonderful Machine**, *Producer*—Conshohocken, PA

- Helped photographers build licensing and production estimates as well as handle production coordination.
- Responsible for coordinating the marketing department including consulting for individual photographers, targeting mailers and e-mailers and building/ updating a comprehensive prospect database.
- Organized and attended monthly portfolio review events across the country.

2010–2011 • **Philadelphia Photo Arts Center**, *Assistant*—Philadelphia, PA

- Assisted in workshops and classes.
- Responsible for the design and layout of quarterly newsletters.
- Photo retouching and printing.

## Skills

- Software and computer skills include Adobe Creative Suite, Adobe Digital Publishing Suite (DPS), K4 Publishing Platform, Microsoft Office Suite, Camera RAW, Constant Contact, Daylite, Agency Access, Skype, social media, Basecamp, Slack, Mac OSX and Windows. Comfort with Wordpress, Squarespace and Drupal CMSs. Familiarity with HTML and CSS.
- Proficient in both traditional film cameras and digital cameras (Canon and Nikon).
- Experienced in traditional and digital chromogenic printing, darkroom printing/procedures, photo retouching, strobe and tungsten lighting.
- Knowledgeable and experienced in audio visual equipment including Epson projectors and professional sound/lighting equipment.
- Self-motivated, hard-working and dedicated individual.
- Master at getting ducks in a row.