
KAYLEEN KAUFFMAN HOLCOMBE

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EXPERIENCE

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

- Create digital and print solutions for multiple pharmaceutical clients. Projects include conceptualing, TV commercials, websites, print and digital ads along with other marketing assets for campaigns.
- Manage multiple projects while overseeing other designers.
- Develop, produce and maintain decks, booklets and storyboards for client presentations as well as presenting to client.
- Collaborate with team to create pitch decks for strategic planning, marketing and development.

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

- 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, concepted 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.

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

- 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.

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

- Managed, concepted 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.

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

- 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.

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.

EDUCATION

Rhode Island School Of Design (RISD)—Providence, RI • 2011
Bachelor of Fine Arts, Photography