

CAROLYN VEITH KRIENKE

CAROLYNVEITHKRIENKE.COM
CVKRIENKE@GMAIL.COM
917-609-1691

experience

LONNY.COM LIVINGLY MEDIA

art director August 2014 - Present

Lead the *Lonny* art team including in house stylists, photo editor and senior designer in all aspects of production for both the interactive magazine and website. Work closely with the Executive Editor, Photo and Style Editor in the creation of cover stories, home tours and lifestyle features. Mentor and collaborate with junior staff and development teams.

SCHOLASTIC PARENT & CHILD

art and photo director Nov 2011 - May 2014

As art and photo director for *Scholastic Parent & Child*, I led all creative aspects of the editorial magazine: From working with the editor-in-chief to conceptualise stories, storyboarding, contracting photographers and illustrators, casting and styling, overall design and visual branding, online creative consulting and managing the art team and freelancers.

MARTHA STEWART WEDDINGS

senior art director Oct 2008 - Oct 2011

Created idea-driven stories with the edit and style teams for both front of the book and well features • Art direction on photo shoots, working with a team of stylists and photographers • Photo editing and design for layouts, covers and special issues • Managed color and retouching • Design and craft custom graphics and packaging • Trained and mentored junior designers and interns • Assist and attend meetings for the Design Director and Editor-in-chief as needed • Write blog posts on color palette inspiration and photography.

MACY'S MMG

senior art director Nov 2007 - Sept 2008

Responsible for all advertising and direct mail art direction for Macy's Merchandizing Group Kid and Junior brands (First Impressions, Greendog) for print, TV and online • Created and presented visual concepts to the merchandising teams • Directed styling and photo teams on shoots • Edited photography and presented layouts to Creative VP • Managed color and retouching • Guided and collaborated with the packaging team to strengthen brand image • Assisted the Creative Director and Creative VP as needed.

REAL SIMPLE

art director Nov 2005 - Aug 2007

Responsible for the creation and design of all Real Simple books, products and special issues from concept to print, reporting to the Design Director in the Special Projects Division • Art direction on photo shoots, layout design, color proofing, photo editing, product design and color palettes

ALLOY MEDIA & MARKETING

art director Sept 2000 - Oct 2005

Responsible for the art direction of print and interactive projects for Alloy Media + Marketing, a multi-faceted, teen-specific media company • Supervised and led a team of four to five designers to produce cutting-edge new media, websites and games for clients such as Disney, L'Oreal, CosmoGIRL, Cotton, ATT, the Cartoon Network, to name a few

education

MAMS in Biomedical Visualization Dept. of Biomedical Communication, UIC, Chicago, IL 1996

awards + press

2008 *Design Sponge* "Sneak Peak", *Dwell Magazine*, *Refinery 29*, *New York Magazine*

2009 *Daily Candy's* "Sweetest Things" nominee for Jan & Åya

2010 *Martha Stewart Weddings* Society of Publication Designer merit award

2012 Folio Eddie + MIN Editorial Award - Gold for Single Article (*Scholastic Parent & Child*)