



TAYLOR VAN KOOTEN

ART DIRECTION | EDITORIAL DESIGN
WEB DESIGN & DEV

CONTACT

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EDUCATION

Kutztown University, Communication Design | 2018
Graphic & Interactive Design Concentration, 3.95 GPA

SKILLS

Adobe Creative Suite (Expert: Illustrator, Indesign, Photoshop
Advanced: After Effects, Lightroom)
Branding, redesigns, logo design
Editorial & publishing - print & digital
Cover & feature editorial design
Art Direction, photo shoots & photography
Frontend web development HTML, CSS & Javascript
Motion graphics & video content
Social media, email & sponsored content marketing
Print & digital advertising design
Creative project management
Google Ad Manager, Google Analytics
Shopify, Wordpress

DESIGN EXPERIENCE

Innovative Designs & Publishing | Easton, PA

Art Director, Lehigh Valley Style Magazine | JUNE 2021 - PRESENT

Responsibilities include the layout and design of the entire magazine, art directing photo shoots, designing and placing ads, updating the website, creating marketing flyers and designing monthly e-blasts, designing event graphics, signage and collateral

Innovative Designs & Publishing | Easton, PA

Graphic & Web Designer | FEB 2019 - JUNE 2021

Manage all web content, code specialized long form web pages that complement and work with print editorial feature articles using HTML & CSS

Create targeted display advertising campaigns for local businesses on our web and print platforms across all brands

Design and lay out features editorial and covers for Susquehanna Style Magazine. Art direct styled photoshoots, illustrate graphics for features, create marketing flyers and designing monthly e-blasts, design event graphics, signage and collateral

Design social media videos, stories, campaigns to promote the magazines

Code and design e-blasts for client based projects

Artskills Inc. | Bethlehem, PA

Graphic Designer | MAY 2018 - FEB 2019

Designed and mocked up packaging for new products, created presentation boards and visual materials to assist in marketing for the company

Adapted hand-rendered line drawings into full color, stylized vector graphics that were used in package and web design across all brands.

Designed and created motion graphics for video content ranging from stop motion product placement to instructional assembly videos.

Designed and set up websites for two different product lines. Created all assets, photographed and edited the full productlines for web

Assisted in product development, product testing, and quality control

Peer Pressure Creative | Bethlehem, PA

Graphic & Web Design Intern | SUMMER 2016

Set up multiple brand manuals that gave a complete overview of the full brand packages designed for clients including logo variations, color palettes and design assets.

Coded landing pages for upcoming websites in development using HTML, CSS & Javascript

Designed logos, packaging and websites for rebranding projects.

LEADERSHIP & SERVICE

AIGA Kutztown University Chapter | Kutztown, PA

President | 2016 - 2017

Collaborated with officers to organize and plan AIGA events. Oversaw the Font Fellows mentorship program

Kutztown University Designathon | Kutztown, PA

Participant | MARCH 2016 & Coordinator | MARCH 2017

Annual 24 hour design event where students, professors and alumni come together to create pro-bono design work for local non-profit organizations

The Pennsylvania Playhouse | Bethlehem, PA

Publicity Board Chair | 2018 - PRESENT

Design logos, posters, web and social media for this local non-profit theatre organization. Assist in managing and running the entire theatre. Design, paint and build theatrical sets.

WORK EXPERIENCE

A Storybook Party | Allentown, PA

Character Performer, Event Design & Set up | 2015 - PRESENT