

taylor van kooten



art direction.
marketing design.
creative storytelling.

Hi! I'm Taylor and I'm a creative storyteller, and I am passionate about using my skills in graphic design and beyond to make the world a brighter and more innovative place. Over the past eight years of my professional career, I have held many different design roles that have broadened my skillset to include:

- Adobe Creative Suite
- Editorial art direction
- Email marketing design
- Website design and back-end dev
- HTML, CSS and Javascript
- Wordpress / CMS software
- Brand development and logo design
- Generative AI manipulation
- Photography and photo editing
- Matterport Videography
- Social media content creation
- Video editing and motion graphics
- UX Design
- Package design

I help creative teams figure out how to use design to effectively problem solve and drive real results. I want to innovate and bring my passion for design to a team that values the power of great design and nurtures a creative environment where I can succeed and grow as a designer. I am excited about the future of AI and how we can harness its power as an effective design tool moving forward.

Kutztown University 2018

Bachelor of Fine Arts
Communication Design
3.95 GPA

Easton, PA

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Mastering Type Second Edition

Four typographic pieces selected to be published

Addy Awards

2023 Silver winner: Social media campaign

2017 Silver winner: Student, Print Advertising

take a look at my work:

taylorvankootendesign.com

City Center Allentown

Multimedia Designer | August 2022 - present

Art direct, create and manage all design needs for 15+ high-end residential communities and community-wide events in Downtown Allentown. These design needs include **print, digital, website, back-end development, floorplans, maps, social media content creation, email marketing and advertising, photography and photo editing**, along with **project management** of 10+ ongoing projects for each of the company's 5 different sectors.

From my redesign of the branding and marketing with City Center Residential, our email newsletters saw a **50% increase in open and click-through rates**, driving more engagement and higher attendance at residential events that nurtured retention and lead generation.

City Center Residential's website had low traffic and the confusing UX, therefore I designed an entirely new B2C website, that showcases the downtown lifestyle as a product differentiator to prospects. I was also a key player in the UX redesign and front-end development of this website, working with an outside vendor. Monthly traffic from the old page to the new website has **increased by 31%**.

To promote the lifestyle of Downtown Allentown, we created social media campaigns that followed Instagram and Tiktok trends in destination advertising. From June to November, our lifestyle Instagram account saw a **45% increase in followers, a 66% increase in impressions, and a 65% increase in engagements**.

Use **generative AI** to assist in curated and unique digital staging of my photography of the apartments at City Center Residential.

Lehigh Valley Style Magazine

Art Director | August 2021 - August 2022

Web Designer | February 2019 - August 2021

Art direct and design the entire monthly publication which includes **art directing photo shoots, designing advertising campaigns, designing covers, editorial departments and features** for every monthly issue.

Developed a new process for art direction of the magazine, ensuring I was there every step of the way to **art direct our photographers, choose locations, product and food style, and photo edit** to make sure the final product was meaningful and successful. Once this was implemented, there was a significant increase in engagement internally and with our outside audience.

Design print and digital assets for magazine events which includes **email marketing design, social media content creation, event signage and activation design, website design and management**. The importance of making sure there were consistently designed 360 campaigns that worked across all digital and print medias was instrumental in the success of events and advertising.

Manage, design and develop all web content across 3 lifestyle magazines. **Hand code** specialized long form web pages that complement the print editorial features across all brands using **HTML, CSS and Javascript**. Curated all photography and design assets on the websites.

Artskills Inc.

Graphic Designer | May 2018 - February 2019

Design and mock up **packaging** for new products, create presentation boards and visual materials to assist in marketing.

There was a need for visual help when it came to the instructions on how to use a variety of our products and to solve this problem, I **storyboarded full video series, shot and edited the video**, and **created motion graphics** to assist in the instructional explanations.

There were no ways to showcase our full product lines online, therefore I **designed and developed websites** for three different product lines. I shot and edited all the product photography, curated the website photography and design assets and managed the ongoing upkeep of these websites.