

{carolyn veith krienke}

art direction | photography | illustration
917.609.1691 www.carolynveithkrienke.com

{EXPERIENCE}

03/2008- present

CREATIVE DIRECTOR, OWNER | JAN & ĀYA, Brooklyn, NY

Jan & Āya is a themed store/gallery that I own and created from concept to operations. Located in Greenpoint, Brooklyn the gallery specializes in beautiful handmade objects representing a large number of local designers and artists. Events include art openings, design conferences and workshops.

11/2007-08/2008

SENIOR ART DIRECTOR | MACY'S MMG, New York, NY

Responsible for all advertizing art direction for Macy's Merchandizing Group Kid and Junior brands (First Impressions, Greendog) print, tv and online. Guide the packaging team to stay on brand and assist the creative director and creative vp as needed.

10/2005-11/2007

ART DIRECTOR | REAL SIMPLE MAGAZINE, New York, NY

Reporting directly to the design director in the special projects division, creation and design of all Real Simple books, products and special issues from concept to print. Art direction on photo shoots, layout design, color proofing, photo editing, product design and color.

9/2000-10/2005

DESIGN DIRECTOR | ALLOY M+M, New York, NY

Responsible for the art direction of print and interactive projects for Alloy Media + Marketing, a teen specific media company. Supervised and lead a team of four designers as well as consulted and conceptualized on visual design and branding with external and internal clients.

4/1999- 8/2000

SENIOR DESIGNER | FOREFRONT TECHNOLOGIES Sarasota, FL

Working with the Creative Director and Copywriter on the creation and design of new media internet based advertising. Project involvement from conception to finished product as well as supervising a team of two designers.

{CLIENTS}

ATT	Ellegirl	Niche Media
Cartoon Network	Good Housekeeping	Playtex
CosmoGIRL!	Jane Cosmetics	Real Simple
Cotton	Loreal	Seventeen
Covergirl	Macy's	Sports Illustrated
Disney	Martha Stewart	Warner Bros.

{EDUCATION}

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

Ringling School of Art and Design, Sarasota, FL 1993-1994

BS in Biological Illustration, Eckerd College St.Petersberg, FL 1989-1993

{SKILLS}

Mac OS and Windows	Art direction	Languages:
Adobe Photoshop	Creative Management	English
Adobe Illustrator	Web design	French
Adobe Indesign	Print Product design	
Quark Express	Color Proofing	
Macromedia Flash MX	Photography Styling	
Basic HTML/dhtml	Illustration	

Silver Ad-tech Award for "Best Pop-up" May 2000 San Francisco.
AIGA professional member 2004 | SPD professional member 2007