

# KAITLYN PEPE

ART DIRECTION + DESIGN

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## EXPERIENCE

- December 2013 – Present* **VANITY FAIR • ASSOCIATE ART DIRECTOR**  
Responsible for the Fanfair section as well as features and columns for the prestigious monthly magazine. Concept and commission illustrations for various projects across the *Vanity Fair* brand, including the New Establishment Summit. Concept and art direct videos that are featured across all social media platforms. Design templates for vanityfair.com and all three of its verticals. Lead designer for the monthly iPhone and iPad editions.
- September – December 2013* **CONDÉ NAST TRAVELER • CONTRIBUTING ASSISTANT ART DIRECTOR**  
Lead designer for the award winning monthly digital edition for 10-inch and 7-inch tablets. Worked closely with the Design Director and the Digital Director to provide extra content in each issue.
- January – May 2013* **CONDÉ NAST EDITORIAL DEVELOPMENT GROUP • FREELANCE DESIGNER**  
Designed multiple features for *Domino's* digital edition of their Small Spaces issue. Translated the print issue into interactive layouts.
- August 2012 – August 2013* **RODALE • FREELANCE SENIOR DESIGNER**  
Designed and launched the first ever *Women's Health* iPhone digital edition. Concepted and designed the *Men's Health* 20-Minute Muscle Meals app and *Prevention's* Flat-Belly Express app.
- March 2011 – July 2012* **CONDÉ NAST TRAVELER • FREELANCE DESIGNER**  
Responsible for designing print and digital layouts for the monthly travel magazine. Worked on special editorial packages and helped launch the digital edition and continued to be the lead interactive designer across multiple tablet platforms.
- January – May 2011* **MARTHA STEWART OMNIMEDIA • FREELANCE DESIGNER**  
Developed characters, toys, and apparel for the Martha Stewart Pets. Created patterns for the Martha Stewart craft team.
- July 2008 – December 2010* **CHICO'S FAS • GRAPHIC DESIGNER**  
Member of the small inhouse design team. Responsible for rebranding labels and hangtags. Communicated daily with vendors during the sampling and production process. Worked closely with art directors on mailer design, layout, and type treatments. Designed look books, e-mail blasts, and direct mail pieces.
- July – December 2007* **CONDÉ NAST PORTFOLIO • FREELANCE DESIGNER**  
Worked with the marketing art department for the newly established business magazine. Worked closely with the Creative Director on advertisements, as well as promotional material.

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## AWARDS + NOMINATIONS

### VANITY FAIR iPHONE DIGITAL EDITION

Nominated for the 18th Annual Webby Awards in the Mobile & Apps (Lifestyle) category.

### SOCIETY OF PUBLICATION DESIGNERS 48

Silver medal in the Tablet App: Data Visualization category for *Condé Nast Traveler's* "September Timeline", September 2012.

### PRINT REGIONAL DESIGN ANNUAL 2009

Prattonia 2008 was represented under New York City design.

### I.D. ANNUAL DESIGN REVIEW 2009

Prattonia 2008 was awarded in the student body of work section.

### HOW INTERNATIONAL DESIGN ANNUAL

Prattonia 2008 was awarded under "Student Merit."

### CMYK MAGAZINE, VO. 42

Prattonia 2008 was featured in the article, "Next Class of New Creatives."

## CONTACT

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*www.kaitlynpepe.com*

## EDUCATION

### PRATT INSTITUTE BROOKLYN, NY

2004 – 2008

B.F.A. in Communications  
Design, concentration in  
Art Direction /Advertising

## SKILLS

Proficient in  
Adobe Creative Suite:  
InDesign,  
Digital Publishing Suite,  
Illustrator, Photoshop,  
Acrobat, as well as K4.  
Basic knowledge of  
Microsoft Office: Word,  
Excel, Powerpoint