

Ken Feisel

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CROSS-MEDIA CREATIVE DIRECTOR

Extensive experience working on international projects across a wide spectrum of media types:

- National magazines
- Video editing
- Motion graphics
- Wayfinding and didactic signage
- 3-D and CAD
- Photography and photo-illustration
- Web products via HTML5 and CSS
- Infographics
- Paper engineering

Additionally, very strong writing/copy editing/proofreading skills

Art directed and redesigned national magazine with 7,000,000+ weekly circulation
As design director, grew *Archaeology* circulation in an overall declining print magazine market
Launched *Dig* magazine, which won the Parent's Choice Gold Award
Built the World Monuments Fund brand to international recognition

World Monuments Fund

Cross-media Art Director

2001–2016
New York City

Sole designer for the world's foremost non-profit preservation organization

- Established consistent, unified branding across all media: Print, web, promotional materials, merchandise
- Designed the award-winning quarterly magazine, *Icon*
- Brought video in-house, saving \$25,000 annually
- Created multilingual visitor center at Angkor Archaeological Park in Cambodia
- Coordinated all aspects of magazine: print buying; photo, illustration, graphics assignment, production, manufacturing, distribution
- Proofread and copy-edited all institutional communications

Freelance

Graphic Designer/Photographer/Editor

1986–Present
New York City

I've had a steady flow of freelance over the years, including work for:

- Apex for Youth
- Builders Association
- Cambodia Children's Hospital
- CD 101.9 Radio
- Culver Communications
- Departures
- Fringe Festival
- Hearst Magazine Group
- Here Arts Center
- History Channel
- International Center for Photography
- International Emmy Awards
- Lafco
- Longchamp Charities
- Marimekko
- Marlo Thomas
- Meredith Corporation
- New York City Parks Department
- New York Foundation for the Arts
- New York Life Insurance Company
- News Corporation
- Perfection Learning
- Plenty Magazine
- Schreck Rose Dapello & Adams
- SUNY-Binghamton
- Teen People Magazine
- Time Inc.
- Time Out for Kids
- USA Today
- Weider Publications

Archaeology Magazine

Design Director

1999–2011
New York City

Lead designer of the preeminent international archaeology magazine, published by the Archaeological Institute of America

- Laid out all editorial pages
- Designed all circulation and advertising-support materials: bind-throughs and blowins, BREs, and classified sections
- Conceived and commissioned all illustrations and directed photo shoots
- Created all infographics and maps
- Engaged with editorial staff writing headlines, cover lines, and decks; developing story ideas; and long-term planning of future issues

Dig Magazine

Art Director

1999–2001
New York City

Principal designer of an archaeology magazine for children ages 9–13

- Designed all editorial pages
- Generated all supplemental design elements: maps, puzzles, projects, and informational graphics
- Conceived and commissioned all illustrations and directed photo shoots

TV Guide

Design Director

1992–1998
New York City

Primary designer of *TV Guide*, at the time the world's second-highest circulation magazine

- Promoted from assistant art director to design director in less than a year
- Oversaw the creation of all color editorial pages and covers
- Transitioned magazine design and production from traditional mechanicals to then-nascent Mac-based solutions
- Managed a staff of six designers and production coordinators
- Oversaw two redesigns of the editorial section
- Worked closely with editors and photo department in conception and implementation of stories
- Designed several stand-alone publications as part of the NewsCorp family

Men's Life Magazine

Associate Art Director

1990
New York City

Designed special sections for premier issue of a men's lifestyle magazine published by NewsCorp

- Developed concepts with editors
- Conceived and commissioned illustrations
- Worked closely with the production and color-control departments
- Integrated Macintosh design with traditional production methods

Playboy Enterprises, Inc.

Promotions Art Director

1989–1990
New York City

Responsible for supervising and managing the promotion art department for the granddaddy of skin mags

- Principle designer of all *Playboy* promotional materials
- Tasked with promoting the magazine without actually showing any nudity, as most media buyers are women
- Oversaw production of all projects, and controlled all art department planning, budgeting, and print buying

Pratt Institute

Brooklyn, NY

BFA with honors in Communication Design