AMY KAFFKA

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LINKEDIN

DESIGN DIRECTOR

CREATIVE TEAM LEADERSHIP | BRAND IDENTITY & DESIGN SYSTEMS | INTEGRATED CAMPAIGN DIRECTION

Design Director with 15+ years leading design work across brand and marketing for consumer brands, publishers, and multi-property portfolios, both agency side and brand side, including Food Network Magazine, Chick-fil-A, Major League Baseball, and Chef Daniel Boulud. Brings 10+ years of management experience as a people leader, guiding creative teams in a player-coach capacity, translating strategy into scalable frameworks and clear guidelines that carry a brand identity across print, digital, social, and environmental touchpoints. Directs photographers, agencies and freelancers, printers and fabricators from concept through production and on-site installation, managing budgets up to $200K and multiple concurrent projects in fast-paced, deadline-driven environments. Sets a high bar for design quality, builds a scalable creative workflow where none exists, and presents design rationale to senior stakeholders without compromising brand integrity.

work history & experience

DESIGN DIRECTOR • NOBLE 33

REMOTE, JULY 2024 – PRESENT

Lead visual identity and creative execution across 8 brands and 13 properties, supporting national and international brands and translating brand strategy into visual systems across social, email, menus, signage, environmental, and merchandise touchpoints. Manage and mentor a Graphic Designer while directing photographers, printers, and fabricators on 15 to 25 projects per month.

- **Led major portions of the integrated launch creative for 1587 Prime Steakhouse**, spanning photography direction, a 200- piece gifted invitation signed by Patrick Mahomes and Travis Kelce, social, email, menus, and signage; the launch generated 4,320 media coverage hits and approximately $72.9M in reported ad-value equivalency in its first 30 days.
- **Developing the visual identity for a new brand in development, from an early narrative brief**, translating it into a logo, color system, typography, photography direction, and physical brand expressions that will shape property development.
- **Manage production spending on major initiatives of up to approximately $200K**, selecting vendors, overseeing samples, mockups, production files, and installation, and keeping photography, printing, and fabrication within approved budgets.
- **Rebuilt a fragmented creative-file environment into an organized digital design library with shared Creative Cloud libraries**, saving an estimated 30 minutes of administrative handling per project and improving turnaround, onboarding, and brand consistency.
- Established photography guidelines where none existed and authored internal and external brand guidelines for several brands, giving photographers and partners a clear creative standard.

SELECTED FREELANCE ART DIRECTOR / SENIOR CREATIVE

CLIENTS: CHICK-FIL-A, MODERN LUXURY, FAUBOURG
CONCURRENT ENGAGEMENTS | 2014 – JULY 2025

Delivered senior-level brand and editorial creative for consumer brands, publishers, and restaurant concepts through a referral-based practice built on quality, speed, and reliability.

- **Designed Chick-fil-A's interactive digital magazine** for a national consumer brand.
- **Created the original logo and brand identity for Faubourg**, a system later extended to a second restaurant location.
- Designed and produced 12+ Modern Luxury issues in a three-month peak cycle, earning repeat assignments and referrals.

technical skills

- **DESIGN & PRODUCTION:** adobe creative suite (indesign, photoshop, illustrator, acrobat), figma, canva, woodwing
- **PLATFORMS & TOOLS:** asana, monday.com, cms tools, dam systems, mailchimp, my emma, microsoft office, google workspace
- **AI-ENABLED DESIGN TOOLS:** adobe firefly, chatgpt, jitter

core competencies

- creative direction
- brand identity & design systems
- integrated campaigns
- creative strategy
- editorial design
- photoshoot direction
- creative operations
- team leadership & development
- mentoring designers
- environmental graphics & signage
- print & digital production
- vendor & agency management
- budget management

education

- **CENTRAL COLLEGE**
  bachelor of arts in art

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work history & experience (continued...)

ART DIRECTOR • FOOD NETWORK MAGAZINE (HEARST MAGAZINES)

NEW YORK, NY, AUGUST 2019 – DECEMBER 2022

Promoted twice in three years, from Associate Art Director to Deputy Art Director to Art Director, running the day-to-day design function for a national consumer publication reaching approximately 12.9 million print readers. Managed 3 designers plus freelance talent, partnering with the Creative Director and Editor-in-Chief on 8 to 10 issues and 3 to 4 special projects per year.

- **Managed 3 designers and freelance talent**, assigning pages and photoshoots, mentoring staff, providing clear, actionable feedback, and addressing performance issues while personally owning 20+ pages per issue across 2 to 3 concurrent issues.
- **Directed 50+ feature and cover photoshoots**, developing concepts, mood boards, and shot lists and guiding photographers and stylists on set, including Kohl's sponsored holiday inserts and a Sunny Anderson guest-edited Thanksgiving issue.
- **Created the magazine's digital proofing and approval workflow when COVID ended printed proofs**, adopted by a team of 30+, saving several hours of production time per week, cutting printing costs, and still in use across 60 issues since 2020.
- **Served as final pre-press approver with authority to approve color proofs and hold pages not ready for print**, and as second-line approver in the Creative Director's absence; never missed a major press deadline.
- Developed templates and repeatable design systems that reduced design time and revision cycles and enabled junior designers to handle more work; created custom illustrations for The Big Fun Kids Baking Book (2021).
- Recognized at a company-wide Hearst meeting (2020) for a COVID-era dessert story that paired home-shot photography with illustration.

ART DIRECTOR • THE DINEX GROUP | CHEF DANIEL BOULUD

NEW YORK, NY, MAY 2016 – APRIL 2018

Internal creative lead across 7 distinct brands and 15+ restaurant properties, including international locations. Managed a junior designer and led freelancers, photographers, and external agencies, partnering with Chef Daniel Boulud and the COO.

- **Led 5 website redesigns**, owning art direction, photography, content organization, developer coordination, launch, and CMS adoption, improving brand consistency, mobile usability, and reservations.
- **Modernized the group's photography by convincing leadership to invest in new content**, selecting photographers and art directing 8+ shoots that replaced years of inconsistent assets across social, PR, and web.
- **Delivered the environmental graphics, signage, and print materials for the Épicerie Boulud launch at the World Trade Center Oculus on schedule** and engineered a menu-system fix the COO approved and replicated at a second location.
- Managed project budgets of up to approximately $40K across photography, print, web, and freelance work.

MANAGER OF CREATIVE SERVICES • KANSAS CITY ROYALS (MLB)

KANSAS CITY, MO, MAY 2014 – APRIL 2016

Led high-volume creative services for 9 departments, from marketing and ticket sales to broadcast and baseball operations, across print, digital, stadium, and merchandise design. Managed an intern and a contract designer.

- **Served as the primary creative liaison with MLB during postseason and World Series competition**, translating league standards into banners and dugout graphics while resolving on-site installation issues under fixed event deadlines.
- **Built the organization's postseason design and budget-planning book for the CMO and Director of Marketing**, presenting two signage scenarios at different investment levels so leadership could decide and produce assets ahead of each clinch.
- **Led visual direction for the 2016 season campaign**, developing the campaign logo, color palette, photographic treatment, and hero creative applied across stadium, print, digital, advertising, ticketing, and merchandise.
- Managed approximately $80K in print, signage, and fabrication spending and up to 15 concurrent postseason projects without missing a deadline; recognized by senior leadership for having "raised the bar for the role."

previous related work history

- **ART DIRECTOR | IMAGINATION PUBLISHING | CHICAGO, IL 04/2013 – 05/2014**
- **JUNIOR DESIGNER | CUTTERS STUDIOS | CHICAGO, IL 10/2010 – 04/2013**