# AMANDA J. KIRK

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## EXPERIENCE

Jan 2018-October 2022
**SENIOR ART DIRECTOR** Callisto Media

- Mentor, direct and manage a team of art directors and designers
- Manage the data-driven design of new series, covers and interior layouts for a wide range of non-fiction books, including but not limited to: lifestyle, children's, wellness and guided journals.
- Art direct complex illustration programs and custom photo shoots.
- Collaborate with in-house editorial, digital and marketing teams, focusing on prime UX experience.

June 2017–Jan 2018
**ART DIRECTOR** The Good Life Bookzine, Prevention, Good Housekeeping & Women's Day Magazines, Hearst, NY

- Brainstorm concepts and design for all front of book and feature stories
- Work with the editors, and photo editor on the visual direction of layouts
- Oversee all color management for the magazine

July 2015–May 2017
**DEPUTY ART DIRECTOR** The Good Life, Hearst, NY

- Design feature stories, art direct photoshoots and assign illustrations
- Work closely with the editors, design director, and photo director on the visual direction and story lines of features
- Oversee color management for the entire magazine

February 2013–June 2015
**ART DIRECTOR** Parent & Child Magazine, Scholastic Inc, NY

- Responsible for the management of the art department, the design, production and pre-press of all editorial pages. Managed budgets for shoots, freelancers, photographers and illustrators.
- Work with sales team to oversee all creative aspects of special interest and digital publications
- Recruit new staff and freelancers
- Collaborated with Creative Director in the conception and execution of a complete redesign to update the look and feel of the magazine.

July 2006 – 2013
**DEPUTY ART DIRECTOR/DIGITAL MANAGER** Parents Magazine, Meredith Corporation, NY

- Headed the digital launch of the Parents Magazine app.
- Managed the workflow of print-to-digital conversion. Conceptualized interactive pages for the various digital formats of the magazine. Conducted concept and usability testing and gathered feedback for maximum UX experience.
- Hired and managed freelance and junior designers.

## EDUCATION

**Cranbrook Academy of Art** Michigan, Master of Fine Art

**Royal Melbourne Institute of Technology** Australia, Bachelor of Fine Art (Hons)

**University of Ballarat** Australia, Bachelor of Fine Art

## SKILLS

- Art direction | UX / UI design
- Extensive knowledge of Adobe Creative Suite, Figma, Woodwing, Smartsheets
- Understand product specifications and user psychology. Experience conducting concept and usability testing to create personas through user research and data.

## RECOGNITION

SPD merit awards, 2014 MIN Best Redesign Award (Parent & Child Magazine).

## INTERESTS

Travel, food, art, design, horse riding and most importantly, squash.

References available