

# Kaleen Mayhew

## Associate Creative Director | Art Direction

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### PROFESSIONAL EXPERIENCE

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**RAPP (OMNICOM)** — Los Angeles / San Francisco, CA 2018 - Present

**Associate Creative Director** (2021 - Present)

**Senior Art Director with Organic+RAPP** (2018 - 2021)

- Effective presentation, interpersonal, and communication skills, with the experience communicating complex, sometimes abstract, concepts clearly and persuasively – Can explain the “whys” behind decisions and directions, with a clear point of view.
- Knowledge of design principles related to design systems, brands, and marketing with understanding of UX design, information hierarchy, user-flow, and typography.
- Experience leading design direction across various multidisciplinary teams with the experience identifying design and strategic opportunities and elevates the overall brand experience.
- Track record of operating independently, demonstrating creative leadership, being detail-oriented, and delivering results in a highly organized manner

**OGILVY (WPP)** — San Francisco, CA 2012 - 2016

**Senior Art Director**

- Develop and direct original concepts, ideas, and designs that answer project briefs and position clients for success
- Build strong relationships with clients
- Collaborate with multiple office locations and teams to develop insightful and strategic work for B2B, B2C, and new business clients
- Manage multiple projects, clients, and budgets within deadlines; working with strategists to develop custom brand solutions

**PP+K** — Tampa, FL 2014 - 2017

**Senior Art Director**

- Develop original and award-winning work that answers project briefs and position clients for success
- Concepting and creating brand solutions through a range of experience in all forms of creative execution
- Presenting campaigns and designs to internal and client teams
- Understand all key agency resources and bring them together to produce exceptional results for the client.

**BLUE SKY AGENCY** — Atlanta, GA 2013 - 2014

**Graphic Designer**

### EDUCATION

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UNIVERSITY OF SOUTH FLORIDA St. Petersburg, FL  
BFA in Graphic Design

### A BIT ABOUT ME

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My biggest strength—and something I highly value—is being an active listener. Having my teammates feel heard is a practice I commit to every day. My passion is people and I love creating with and for them.

I am an avid storyteller. In my spare time, I am an actress, writer, and filmmaker, and am currently in post-production for my short film, The Attempt, that my wife helped produce.