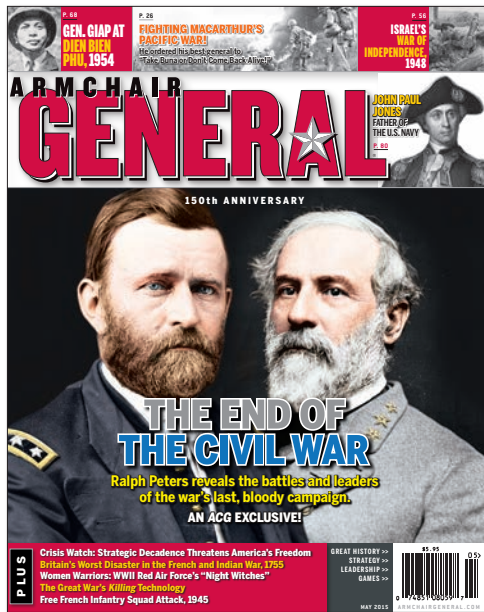


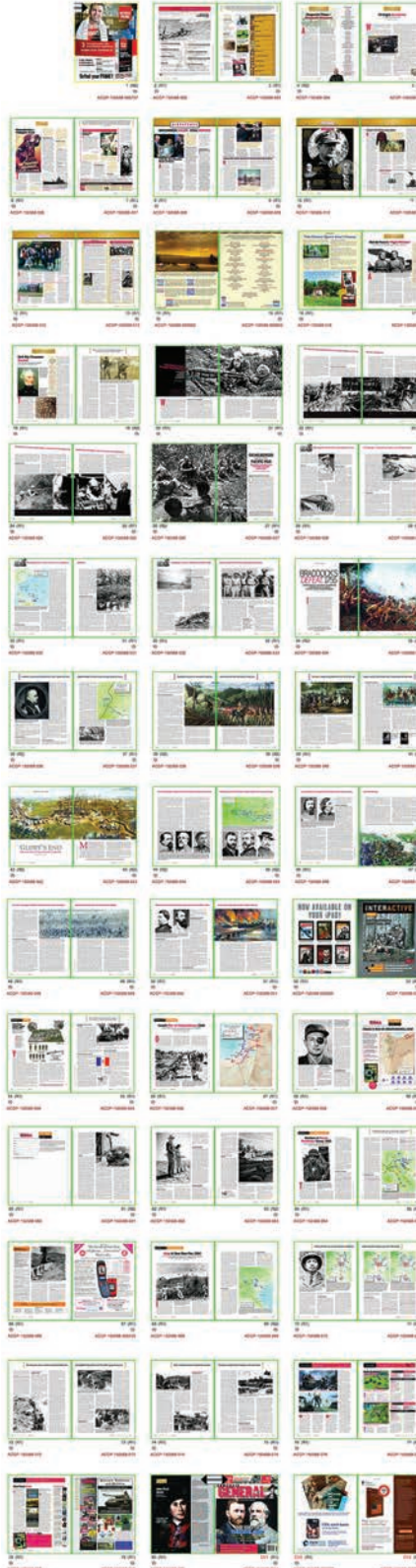
**Kenneth
Kleppert**

ART DIRECTION
+ DESIGN

director@iloveputtle.com
610 804 5031 MOBILE
3554 MAIN ROAD EAST
EMMAUS PA 18049



May 2015 Cover and Issue, right



ARMCHAIR GENERAL MAGAZINE 7.06 - 5.15

ACG was a military history magazine covering current and historical warfare from the leadership perspective. As **art director**, I designed all editorial content and managed the production functions from my home office. Each team member worked remotely, with the executive editor, my supervisor, along with the managing editor, director of photography, and copy editor communicating daily via email and phone. ACG ceased publication with the May 2015 issue.

PUTTLE 3.07

My entrepreneurial effort is **Puttle**, a simple, fun but very competitive golf putting game for players of all ages and abilities. Puttle is a golf training aid designed as a game available for sale online at iloveputtle.com. The product line includes the game, a mat and, a unique putter designed specifically for young children. I **developed** and **designed** all packaging and marketing materials from the logo to the website.

MARKETRI 10.04 - 6.05

Doylestown, PA

Art director and **designer** responsible all visual branding for this start-up B2B marketing firm designing the logo, business papers, brochure, and website for Marketri as well as the following clients:

- Curchin logo, business papers, brochure, and website,
- La Luna Dance Studio logo, business papers, brochure, advertising, and website,
- Haverford Capital Partners logo and business papers

RUNNER'S WORLD MAGAZINE 8.87 - 10.04

Emmaus, PA

An international sports monthly devoted to educating, informing, and inspiring runner's of all abilities. As **art director**, my mission was to convey the emotion, excitement, and health of running through the design and direction of the layouts, illustrations, and photography. My design responsibilities included the cover and feature articles. My staff consisted of a photo editor, associate art director, and freelance art assistant. We met both individually and in groups to discuss creative solutions, responsibilities, budgets, and schedules. Circulation during my tenure increased over 30%.

TRAVEL & LEISURE MAGAZINE 5.84 - 7.87

Associate art director responsible for design and art direction for departments and feature articles.

MAURO FILICORI COMMUNICATIONS 1.82 - 6.83

Designer for corporate publications, museum catalogs, and brochures.

FASHION INSTITUTE OF TECHNOLOGY 9.80 - 10.81

Faculty coordinator of students for an advertising workshop called THE AGENCY. Sophomore through senior level students were given real assignments by non-profit groups and organizations. I sold the vision to the clients that both design students and participating organizations would benefit from the win/win approach this collaboration had to offer. Students worked and learned in real time while on deadline assignments. The organizations received more professional items than if produced in-house.

PSYCHOLOGY TODAY MAGAZINE 8.79 - 9.80

Assistant art director responsible for columns, special sections, and feature articles.

Portfolio: <http://www.iloveputtle.com/portfolio>

LinkedIn: <http://www.linkedin.com/in/puttle>

Technical Skills: Adobe Creative Suite 6 and Quark XPress, MS Office for Mac

Education: University of Michigan, BFA, Graphic + Industrial Design

**Kenneth
Kleppert**

ART DIRECTION
+ DESIGN

director@iloveputtle.com
610 804 5031 MOBILE
3554 MAIN ROAD EAST
EMMAUS PA 18049

REFERENCES

Jerry Morelock
Editor in Chief / Armchair General Magazine
jerry907@charter.net

George DeVault
Author / Fire Call!
gdevault@ptd.net

Amby Burfoot
Editor in Chief / Runner's World Magazine
amburf@gmail.com