

Haley Kluge

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Experience

Variety

Creative Director (March 2023 – Present)

- Responsible for the vision and execution of the visual identity for the *Variety* brand, including the print publication, digital presence, social media, web and video
- Managed day-to-day art team including six reports and balancing the budget
- Conceptualized the print magazine's redesign and oversaw its implementation across all verticals
- Led department-wide task delegation and the sourcing, hiring and onboarding of freelance talent and new hires
- Acted as the creative liaison between printing, advertising and editorial staff, serving to resolve cross-departmental issues
- Designed and directed 30+ Variety covers, architecting crowned covers starring Lizzo, Lady Gaga, Andrew Garfield, Lil Nas X and Olivia Rodrigo

Netflix

Art Director (May 2022 – March 2023)

Senior Designer (February 2022 – May 2022)

- Launched visuals for Tudum's Editorial & Publishing site as a member of the inaugural design team, covering exclusive content on Netflix's titles and talent with over 3.3 billion impressions across 184 countries
- Developed the preliminary style guides for the franchise and established brand voice
- Created custom bespoke art pieces to supplement 200+ articles
- Collaborated with XD and engineering team to create long-form article formats for cover stories and features
- Responsible for all Tudum visual development related to Netflix's first music festival "Poguelandia," in alignment with Outer Banks' season 3 release
- Crafted and built templates for recurring franchise columns, including "Most Valuable Player" and "Cinematic Universe"
- Collaborated with writers, editors and photo editors on editorial concepts during weekly brainstorming meetings
- Sourced and procured unit photography and on-set stills assets for inclusion

Variety

Art Director (July 2021 – February 2022)

Deputy Art Director (March 2020 – July 2021)

Senior Designer (August 2018 – March 2020)

- Produced 50+ weekly print issues in addition to 25 extra awards season supplemental issues and 20 film festival daily magazines each year
- Spearheaded entire magazine redesign, recognized with a Gold Medal from the Society of Publication Designers
- Orchestrated the design and completion of the global show daily newspapers for the Venice, Cannes and Berlin Film Festivals
- Collaborated with the photo department and contributed on-set during photoshoots
- Recognized by a Gold, Bronze and Merit cube from the Art Directors Club; additional accolades include recognition from the Society of Publication Designers, LA Press Club, National A&E, Society of Illustrators and American Society of Magazine Editors (ASME)
- Appointed as a Board Member of the Society of Publication Designers for a three-year term

Education

Michigan State University

BA in Journalism,
Minor &
Specialization in
Graphic Design

Skills

InDesign
Photoshop
Illustrator
After Effects
K4/Woodwing
Squarespace
Airtable

Men's Health

Designer (May 2017 – August 2018)

- Collaborated with art department to complete monthly front and back-of-book page designs, while furthering the design language for Men's Health award-winning redesign
- Adapted franchise template pages on a rolling-basis, dependent on editorial preferences and thematic calendars
- Commissioned and art-directed illustrations, for both satirical columns and ensuring technical accuracy for fitness articles