

## BIO

Kathryne Hall is an award winning Visuals Director at Allure and Glamour, where she has worked since 2015 to define and lead the brand's visual identities, most notably in the annual Women of the Year and Best of Beauty portfolios.

Taking advantage of the evolution to digital-first brands, she is always innovating, most recently creating editorial videos placed in Westfield malls across America, finding new ways to connect with and grow Allure's audience. Her augmented reality project with Hunter Schafer and Ines Alpha won the 2021 ASME for best digital illustration, blurring the boundaries of makeup and art.

Starting her editorial career at Vanity Fair magazine in 2001, she has also worked as Executive Producer at the Art Department and CLM Agencies from 2005-2013, creating global advertising campaigns and editorial commissions.

As a visual artist as well, Kathryne has permanent mural commissions both in New York City and near her home in Maplewood, NJ, where she lives in a rambling Victorian with her family and a large Samoyed puppy.