



Natalie Norman- Kehe

Highly motivated Photo Stylist and Production Manager for the MoMA Design Store. Extensive experience in producing content for omnichannel retail marketing, editorial production, and television production. Experience art directing and producing large scale projects balancing both an in house and freelance team. Previous work experience at Martha Stewart Living Magazine, with additional experience working on the Martha Eats and Martha Gardens television series. A passion for food and entertaining that began and home and continued to develop with added experience in food media and photo production. Natalie graduated from Fordham University with a degree in New Media and Digital Design with a concentration in Graphic Design.

EDUCATION

Fordam University
Class of 2021
Cum Laude
3.8 GPA
New Media & Digital Design

Photo Stylist & Production Manager

Museum of Modern Art | November 2022 - Present

- Own the production, art direction, and prop styling for all in house imagery used on the MoMA Design Store's production description pages.
- Work closely with our Creative Director on the art direction for large campaign projects such as our Spring, Fall, and Holiday campaigns.
- Balance different roles, including art director, producer, or stylist on multiple different projects at once.
- Consistently meet deadlines and ideate creative solutions to staying within budget.
- Coordinate and source freelance prop stylists, assistants, digi techs, hair/ makeup artist, models, and set builders.
- Build shot lists, create mood boards/creative decks, and confidently present art direction to key project stakeholders.

Freelance Assistant Prop Stylist

April 2022-November 2022

- Worked closely with Prop Stylists on the pre-production and execution of prop and set styling.
- Worked on photo shoots for Panera, Johnnie Walker, Bed, Bath and Beyond, Marley Spoon, LifeTime Fitness, Fresh Beauty, and others.
- Part-time freelance Prop Assistant for Martha Stewart Living Omnimedia, including Martha Cooks and Martha Gardens television series.
- Worked on prop and set styling for Martha.com ecom photography.

Prop Styling Assistant

Martha Stewart Living Magazine | June 2021- April 2022

- Primary assistant for the Style Director and Home Editor.
- Maintained expenses and monthly budget report for the style team.
- Managed prop closets.
- Traveled for on location photo shoots.
- Maintained on-set decorum and developed relationships with food and home photographers and assistants.