

## Alexander Kaplan

Brooklyn, NY 11201  
Pratt Institute BFA Graphic Design '04  
www.alexanderkaplan.com  
347.225.1586

### Professional history

Foundry – New York, NY 2018-Present  
Digital Design Lead

- Branding new programs
- Designing advertising for global tech companies
- Creating digital publications, whitepapers

OKNO – New York, NY 2014-Present  
Creative Director/Co founder

- Leading creative direction for a designer boutique
- Concepting and managing brand identity & guidelines
- Creating and producing experiential design for the space

Verizon – New York, NY 2016-2017  
Designer/Art Director/Retoucher

- Created various landing pages and assets for .com
- Retouched all incoming photography
- Art directed product photo shoots

ReadWear – Moscow 2014-2014  
Art Director

- Provided creative leadership to a team of 2 designers & 3 copywriters
- Created company's new brand identity, mission and vision
- Designed t-shirt graphics, website, advertisements

Cache – New York, NY 2013-2014  
Graphic Designer/Art Director

- Created the annual dress catalog
- Retouched product and model photography
- Designed emails and social media assets

Equinox – New York, NY 2006-2013  
Graphic Designer

- Designed and produced print and digital marketing collateral
- Retouched all incoming photography
- Oversaw offsite print production of high profile projects

Trapezoid HC Communications – New York, NY 2004-2005  
Graphic Designer/Jr. Art Director

- Designed website landing pages, print collateral, brochures
- Retouched product photography
- Oversaw the work of freelance designers

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