

Alexander Kaplan

Eastern time zone

Pratt Institute

BFA in Graphic Design 2004

www.alexanderkaplan.com

1.347.225.1586

Professional history

Foundry – New York 2018-present

Art Director

- Designing advertising for global tech clients
- Executing new brand assets and templates
- Creating BrandPages and BrandHubs

TRVL360° – Miami/New York 2023-present

Creative Director/Co-founder

- Concepted and created the entire brand/voice
- Overseeing all advertising and promotions
- Designing branded merchandise & souvenir products

Verizon – New York 2016-2017

Designer/Art Director/Retoucher

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

OKNO – New York 2014-2020

Creative Director/Co-founder

- Led creative direction for a designer boutique
- Concepted and managed brand identity/guidelines
- Created and produced experiential design for the space

Cache – New York 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 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 2004-2005

Graphic Designer/Jr. Art Director

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