

## **alexander kaplan**

Brooklyn, NY 11201

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### **professional history**

OKNO – New York, NY 2014 – Present

Creative Director/Co founder

- Leading creative direction of a designer retail startup
- Designing the .com experience for desktop and mobile
- Concepting and managing brand identity & guidelines
- Creating and producing experiential design for the space
- Art directing photo shoots and sourcing illustrators

Verizon – New York, NY 2016 – 2017

Freelance Designer/Art Director/Retoucher

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- Refreshed outdated iconography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

Kosmo Media – New York, NY 2016 – 2016

Art Director/Graphic Designer

- Designed websites, posters, flyers, business cards
- Developed company's brand identity and guidelines
- Collaborated with copywriters on titles, slogans, callouts

ReadWear – Moscow 2014 – 2014

Art Director

- Managed a team of two designers and three copywriters
- Created company's new brand identity, mission and vision
- Designed t-shirt graphics, website, advertisements
- Provided creative leadership

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 marketing collateral, including direct mail, brochures, holiday promos, indoor and outdoor signage, window graphics, emails, app, digital displays, website landing pages and assets
- Retouched all incoming photography
- Collaborated with copywriters on marketing projects
- 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

### **education**

Pratt Institute 2004

BFA in Communication Design (Graphic Design)

### **portfolio**

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