

## **alexander kaplan**

Brooklyn, NY 11201  
www.alexanderkaplan.com  
alex@alexanderkaplan.com  
+1.347.225.1586

### **professional history**

Kosmo Media – New York, NY 2016 – 2017

Art Director/Graphic Designer

- Designing websites, posters, flyers, business cards
- Developing company's brand identity and guidelines
- Collaborating with copywriters on titles, slogans, callouts

OKNO – Moscow–NY 2014 – Present

Creative Director/Graphic Designer/Co founder

- Conceived and created a designer startup
- Managing the entire creative process
- Art directing photo shoots
- Hiring outsourced designers and illustrators

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 2013 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, holiday promos, brochures, indoor and outdoor signage, window graphics, flyers, emails, digital displays, mobile app, 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)

### **skills**

Adobe Photoshop • Adobe Illustrator • Adobe InDesign • Quark • HTML • Sketch  
Photo Retouching • Photography • PowerPoint • Keynote • Mac and PC platforms

### **portfolio**

www.alexanderkaplan.com