

alexander kaplan

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professional history

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

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- Refreshed outdated iconography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

Kosmo Media – New York, NY 2016 – 2016
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, 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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