

## Alexander Kaplan

Design at the intersection of creativity and strategy

Art Director & Creative Lead  
Brand and Campaign Design

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U.S.-based | Remote & Hybrid  
BFA in Graphic Design – **Pratt Institute** 2004

**Foundry** – New York 2018-present  
Art Director

- Lead creative development for B2B & B2C global technology campaigns
- Design scalable brand systems and templates supporting multi-channel marketing
- Concept and build BrandPages & BrandHubs to unify storytelling for CIO & CSO

**TRVL360°** – Miami/New York 2023-present  
Creative Director/Co-founder

- Defined brand strategy, voice, and visual identity for a high-end travel brand
- Lead creative direction for advertising, promotions, and marketing initiatives
- Design and develop branded merchandise and destination-focused products

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

- Designed digital experiences and campaign assets for .com product launches
- Art directed product photography shoots and visual execution
- Managed high-volume photo retouching workflow

**OKNO** – New York 2014-2020  
Creative Director/Co-founder

- Led creative strategy and brand direction for an independent designer boutique
- Developed brand identity systems, guidelines, and visual storytelling strategy
- Created immersive experiential design for the retail environment

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

- Designed and produced annual fashion catalog through final production
- Retouched editorial and product photography for print & digital campaigns
- Created email marketing and social assets supporting brand launches

**Equinox** – New York 2006-2013  
Graphic Designer

- Designed integrated print & digital marketing collateral for national campaigns
- Managed high-volume image retouching for brand and advertising initiatives
- Oversaw offsite print production from daily collateral to large-scale campaigns

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

- Designed websites, marketing collateral, and branded assets for client campaigns
- Retouched product photography for advertising and promotional materials
- Coordinated freelance designers and ensured consistency with creative direction

Adobe

Google

aws

HPE

intel.

IBM

DELL  
Technologies

Microsoft

verizon

COMCAST  
BUSINESS

CIO

COMPUTERWORLD

CSO

EQUINOX

AMD

CITRIX

Macworld

PCWorld

CISCO