



— DAVID — KUPERMINC

ART DIRECTOR



— EDUCATION —

BFA IN COMMUNICATION DESIGN

CLASS OF 2010

Pratt Institute: Majored in Advertisement Art Direction



— PROFILE —

Design should be multifaceted and fluid. One idea leads to the next, which produces a strong sense of direction. Take original, creative, as well as effective steps towards a design solution. A strong understanding of framework, a good eye, and attention to detail goes a long way. My main focus is in creative direction with emphasis on brand development both online and in print.



— CONTACT ME —

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— WORK EXPERIENCE —

- **DELMAN SHOES / 2012 - CURRENT**
Senior Art Director. Worked with the creative director to rebrand the website, creative, and voice of the company. Responsible for all branding design, and art direct photoshoots for regular use in online/print. Work closely with Ecommerce/Marketing departments to generate sales.
- **NINA SHOES / 2012 - CURRENT**
Senior Art Director. Responsible for web and print creative. Art directed, assisted, and implemented seasonal branding. Generated mobile redesign working closely with developers. Work to keep branding consistent across all platforms including email marketing. Rebranded logos and packaging for a modern look.
- **RUUM AMERICAN KID'S WEAR / 2012 - 2015**
Senior Art Director. Maintained all in-house creative for brand. Generated daily email and online marketing. Designed for special PR events. Aided in redesign of mobile and desktop site. Boosted annual sales both instores and ecommerce, with regular increase from prior years.
- **COCKPIT USA / 2010 - 2011**
Head of Handbags & Creative Design. Generated mood boards and tech-packs for seasonal collections. Directed creative direction for web and print collateral. Communicated with outside vendors for production and development.
- **LLOYD & COMPANY / 2010**
Acted as Art Director with group of six on developing campaigns / marketing materials for Estee Lauder, Bottega Veneta, Express, Y3, Hugo Boss, ICB, Eddie Bauer, Aaron Lauder, Faccionable, Nathan Lane, and Vogue. Comped materials and created presentations for prospective clients. Assisted on photoshoots, including location scouting, organizing castings, and interacting with vendors.
- **KILL SHOP KILL / 2008 - 2010**
Graphic Designer. Designed and coordinated publicity materials for online & print, merchandise design, marketing, and demographic research. Coordinated and hosted brand promotional activities, including photoshoots. Offered an opportunity to produce my own extension of streetwear.

CLIENTS

KRAFWORKS	BROOKLYN FOX	KIDPIK
ELLE MAGAZINE	STEPS4HEALTH	GRUPPO SECCIO
COCKPIT USA	SUGARLAND	HELLO BEAUTIFUL
E.A.T SPACES	METROPOLITAN	VOGUE



— PROFESSIONAL SKILLS —

PHOTOSHOP	MICROSOFT OFFICE SUITE	PHOTOGRAPHY
ILLUSTRATOR	CREATIVE MANAGEMENT	ILLUSTRATION
BRIDGE	CEROS	SOCIAL NETWORK INTEGRATION
INDESIGN	OLAPIC	BRANDING
FINAL CUT PRO	ANIMATION	