



BRENNA KAPLAN

GRAPHIC DESIGNER

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Hello! I'm Brenna,

an art director and graphic designer. I do best in collaborative environments and am happiest as part of a team. Let's talk design - or Thai food or dogs or bicycling.

EXPERIENCE

Gabriel deGood Bendt Agency

May 2014–Present
Minneapolis, MN

Creative Intern

- Carried creative ideas through all stages of development, including concepting, art direction, and execution
- Updated and maintained agency identity

Target Corporation

Jul 2014–Mar 2015
Minneapolis, MN

Associate Art Director & Graphic Designer

- Partnered with art directors across multiple categories to concept, design, layout, and photo art direct for Weekly Ad
- Created weekly social media content, banner ads, and homepage takeovers as part of the Digital Weekly Ad team
- Collaborated on special projects such as the 2015 spring style guide and 2015 digital promotional marketing templates

SCAD District

Mar–Jun 2014
Savannah, GA

Marketing Coordinator

- Worked with the social media manager and creative director to develop recruitment campaigns for the District Brand
- Promoted District at college events in order to encourage broader readership and recruit new members

HP+ SCAD CLC

Mar–Jun 2014
Savannah, GA

Production Manager

- Selected to participate in a competitive group project with Hewlett-Packard to create a multi-faceted marketing campaign using the augmented reality app, Aurasma
- Managed design and production of campaign collateral as well as a comprehensive 300 page process book
- Successfully pitched and continued our work, partnering with Hewlett-Packard's technical team, to create an evolving project within the Savannah community

Target Corporation

Jun–Aug 2013
Minneapolis, MN

Weekly Ad Intern

- Researched, concepted, designed, rapid prototyped, and presented a revised mobile experience for the Digital Weekly Ad as part of a larger digital experience initiative within Target
- Art directed a beauty and accessories photo shoot to create inspirational and editorial content to be used within the app

Working Class Studio

Jan–Mar 2013
Savannah, GA

Design Intern

- Designed surface patterns and prints for application on apparel, textiles for home decor, and office accessories
- Created and organized assets for formal presentations, conducted buyer research, and explored trend forecasting

EDUCATION

Savannah College of Art and Design

B.F.A. Graphic Design, Suma Cum Laude
May 2014; Savannah, GA

RECOGNITION

American Graphic Design Award (3)
2014

Outstanding Achievement Award
for Graphic Design, May 2014
Savannah College of Art and Design

SCAD Secession Juried Exhibition
Silver, May 2014
Savannah College of Art and Design

Digital Interactive SCADDY Award
Silver, May 2014

Savannah ADDY Award
Digital Creative Technology,
Gold, 2014

District 7 ADDY Award
Silver, 2014

MEMBERSHIP

AIGA SCAD

Aug 2011–May 2014
Co-President 2013/14

TECHNICAL SKILLS

Adobe Illustrator, InDesign,
InDesign Digital Publishing
Suite, Photoshop, Dreamweaver,
Lightroom; working knowledge
of HTML/CSS; Microsoft Office