

CASIEL AARON KAPLAN

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BROOKLYN, NY 11215
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EXPERIENCE

Independent — Art/Creative Director *June 2016 – Jan 2017*

- Currently on an in-house contract with MTV Brand Creative. Design and Art Direction of keyart and on-air promos. Campaign concept development and tactics.
- Art and creative direction for Newbreed's spirits clients and Casiel co.'s independent clients.

BFG Communications NY — Associate Creative Director *June 2015 – June 2016*

- Hands-on art and creative direction from concept and execution closely through to the production of packaging, experiential and social media campaigns for Campari USA.
- Worked closely with CCO, strategy and production teams to ensure all activations were engaging, on brief, and achievable.
- Managed and collaborated creative among many other channel-specific agencies.

Geometry Global NY — Creative Director (Freelance) *Nov 2014 – May 2015*

- Creative direction of the Heineken USA multicultural team. Presented creative and worked closely with account directors and strategy team.
- Key player responsible for concept and executional development of new business pitches working alongside North American CCO and New York ECD.
- Hands-on art lead and mentoring of multiple teams developing national Heineken USA programs.

Ogilvy Action/Geometry Global Montreal — Creative Director *March 2013 – Oct 2014*

- Creative direction of a team of 20 developing highly strategic integrated communications, branding, and packaging for consumers; print and digital communication, activation, retail design, and brand education for B2B.
- Presented creative and worked closely with ECD, strategy teams, account services, traffic managers, and production managers. Key leader and player in new business pitches with wins in Eidos and GSK.
- Mentored staff, managed performance reviews, organized morale-building projects, and implemented a consistent work flow, server structure, and best practices for improved efficiency.
- Managed intermediary video, sound, and print production agencies and ensured quality on press.
- Initiated and developed a consistent brand architecture and nomenclature for ITCAN's B2B channel, platform, and internal identities.

Independent — Art Director *Dec 2008 – Feb 2013*

- Art direction and design for various clients and agencies in-house and on a project to project basis.
- Projects included through-the-line advertising, activation, shopper marketing, identity systems, web design and user interfaces.

Saatchi & Saatchi X — Senior Designer *Feb 2008 – Nov 2008*

- Senior member of a newly formed 'design team' reporting to headquarters in Arkansas to raise the quality of design and ensure visual engagement throughout the SSX network.
- Worked closely with Global Creative Director on key design focused projects, pitches and initiatives.
- Doubled as an Art Director for the New York team when time allowed.

Clients:

MTV
Pinot Ricard
MPG
Rizavi Legal
Body Intelligence

Clients:

Espolón Tequila
Wild Turkey
American Honey
Skyy Vodka
Cabo Wabo

Clients:

Heineken
Tecate
Strongbow

Clients:

ITCAN
Evenko
P&G
GSK
Eidos
Flexjet

Clients:

Orange Collar
MTV
Wendy's
Smirnoff

Clients:

Wendy's
P&G
Walmart

EDUCATION

School of Visual Arts *99'-03'*
Bachelor of Fine Arts

Career Technical School *96'-98'*
Certified in Commercial Art

EXPERTISE

Extensive Skills in:

- Creative Concepting
- Art Direction
- Adobe Creative Suite
- Typography
- Key Art
- Layout
- Print Production
- Short Copy

Applied Knowledge of:

- Print Advertising
- Integrated Advertising
- Shopper Marketing
- Experiential Marketing
- Identity Development
- Packaging
- Production
- Animation
- Web Design & UI

PRIOR EXPERIENCE

Independent *05'-08'*
Art Director

Publicis Dialog *04'-05'*
Art Director

MTV *03'-04'*
Designer

Clients:

Stolichnaya Wendy's
Kahlúa Cult360
Canadian Club Agave 99
MTV Sanyo
Sci Fi Channel XM Radio
Bravo
USA
Museum of Modern Art

**WORK SAMPLES AVAILABLE
ONLINE AT CASIELKAPLAN.COM**