

CASIEL AARON KAPLAN

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EXPERIENCE

MTV Brand Creative NY — Art Director

Dec 2016 — Present

Clients:

MTV
Wraith

- Art and design direction of MTV show logos, keyart, and advertising campaigns consisting of print, tv, and digital media.
- Direct and collaborate with still and motion photographers, animators, social media, and digital teams.

Independent — Art/Creative Director

June 2016 — Nov 2016

Clients:

Pinot Ricard
Rizavi Legal
Body Intelligence
Wraith

- Art and creative direction for Newbreed's spirits clients and Casiel co.'s independent clients.
- Develop and design new camouflage concepts with Wraith.

BFG Communications NY — Associate Creative Director

June 2015 — June 2016

Clients:

Espolón Tequila
Wild Turkey
American Honey
Skyy Vodka
Cabo Wabo

- 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

Clients:

Heineken
Tecate
Strongbow

- 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

Clients:

ITCAN
Evenko
P&G
GSK
Eidos
Flexjet

- 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

Clients:

Orange Collar
MTV
Wendy's
Smirnoff

- 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.

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

Saatchi & Saatchi X

08'-08'

Senior Designer

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	P&G
USA	Walmart
Museum of Modern Art	

WORK SAMPLES AVAILABLE
ONLINE AT CASIELKAPLAN.COM