

# RAINIE KAPLAN

## ART DIRECTOR & DESIGNER

## EXPERIENCE

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### Argonaut/Art Director

05/2023-Now  
New York, NY

- Ideate concepts for television, social and banner ad campaigns
- Contribute oversight on the execution of 360 campaigns
- Clients include: Cricket Wireless, RFK Human Rights Foundation

### Freelancer/Art Director & Designer

08/2022-05/2023  
New York, NY

- Design 360 campaigns and overall company branding
- Visually clean-up intricate proposals, GTM Materials and pitch decks
- Oversee the execution of product photoshoots

### WarnerMedia, HBO Max/Junior Art Director

11/2020-06/2022  
New York, NY

- Established look & feel for brand partnerships programs from presale to production
- Built out brand identity for HBO Max AVOD platform offerings
- Created bespoke decks complete with mocks, moodboards, thorough swipe research, custom key visuals and title treatments
- Developed, produced, and sourced footage for sizzle reels

### WarnerMedia: Fullscreen\*/Junior Art Director

08/2019-10/2020  
New York, NY

- Conceptualized visual identity for social media, integrated marketing and influencer campaign pitches
- Created and implemented deck templates across the org, which increased our win rate by at least 50%
- Designed and artistically directed social content for brands including Mattel, Nintendo and AT&T
- Taught design thinking to Account and Strategy teams

\*Was kept on after corporate restructuring

### Verizon Media: RYOT Studio/Designer

08/2018-08/2019  
New York, NY

- Acted as lead designer on branded content campaigns across Verizon Media platforms including HuffPost, Engadget, TechCrunch, Tumblr, and Yahoo Finance
- Designed deck templates and external Go-To-Market materials for HuffPost and Yahoo
- Created informational graphics, title treatments, social assets and video graphics for branded content videos and articles

## SKILLS

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### Adobe Creative Suite

After Effects, Audition, Illustrator, InDesign, Photoshop, Premiere Pro

### Tools

Google Workspace, Figma, Keynote, Microsoft Office, Slack, Sketch

### Social Media

Facebook, Instagram, LinkedIn, Pinterest, Snap, Twitter, TikTok, YouTube

## EDUCATION

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### Scripps College

05/2018  
Claremont, CA

- Bachelors of Arts: Digital Media Studies & Spanish
- Thesis: Silent Disco -- The Quietest Claremont Party Ever

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: Password

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