Harlan Kaplan

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Summary

Creative professional with thirty two years of web and advertising experience, as well as a passion for new media. Skilled in creating marketing solutions in all forms of media, project management, building strong team environments, managing staff, production, client presentation, acquisition and relationship building. Experienced in designing for the Web, Advertising, Applications, User Interfaces, User Experiences, Interactive Multimedia, Direct Marketing, Corporate Identity and Logo Design, as well as Search Engine Marketing.

Software Proficiency, PC and Mac

- Adobe Acrobat
- Adobe After Effects
- Adobe Dreamweaver
- Adobe Flash
- Adobe Illustrator
- Adobe ImageReady
- Adobe InDesign
- Adobe Photoshop
- Adobe Premiere
- Adobe Sketch
- Agile
- Ajax
- AngularJS
- Bootstrap
- CSS
- Google AdWords
- Google Analytics
- HTML
- JavaScript
- JQuery
- Microsoft Excel
- Microsoft Office
- Microsoft PowerPoint
- Microsoft Word
- MySQL
- PHP
- SaSS
- Swift
- WordPress
- XML

Clients Served

1 800 Flowers, 3com, AFFTA, Aer Lingus, Alpenrose, Alpine Angling, Angostura, Asbestos Removal Inc., ATP, Inc., B & I Furnishings, Bank of America, Bank of Clark County, Big Horn Fly Shop, Black Bear Gifts, Bob Marriotts Flyfishing, Brown & Williamson (KOOL, Viceroy, Raleigh, Barclay, Kent, 555), Carr Chevy World, Carr Subaru, Casa Mar Lodge, Chase, Chase PFS, City of Seaside, CountrySport, Creative Black Book, Custom Fly Rod Crafters, CyberMedia, Discover Fly Fishing, Disney, Domino's, Einstein Moomjy, Faberge, Franz, GAC, Inc., GE, Great Northern Wines, Handyman Online, Herzog-Meier, Hess, Hewlett Packard, Holt & Haugh, Inc., ICAP, iChristian.com, Ice Cream Express, Lexmark, the Lighthouse, Mentor Graphics, Minolta, Mira, Mountain Angler, Nautilus, Nagalle, Office Mart, Outdoor-X, PGE, Partnership for the Environment, Portland Trailblazers, Prudential, Putman and Associates, Qualcomm, Regenesis, River Essentials, Roe Outfitters, Sheba, Shilo Inns, Simms, TCI, Texaco, Thomas & Thomas, The Travelers, Tulip, Umpqua Feather Merchants, The Uniform/Scrub Source, Westbank Anglers, Western Credit Services, Wildflower Healthcare.

Experience

adSite Creative LLC, Portland, OR   **2004 - Present**
CEO, Creative Director

Client acquisition, concept creation, presentation, project management, hands on creation of designs, wireframing, as well as hand coding to produce work in digital as well as traditional media. Providing clients with consistent creative branding, marketing and commerce solutions that provide benefits, user stories, all while moving them towards mobile applications. Improving search engine marketing, creating sites, User Interfaces, User Experiences as well as site maintenance for clients.

ONSITE Technology Inc., Portland, OR   **2001 - 2003**
Creative Director, VP

Developed concepts, designs, enterprise software, to provide marketing and business solutions for a variety of clients while being hands on creating Web Designs, Mobile Designs, User Interfaces, User Experiences, Application Designs and database development, as well as traditional media solutions. Responsible for client presentation, interdepartmental coordination, project management, creating user stories, human factors, wireframes, proposals and estimates. Managing multiple projects and staff while nurturing a team environment.

Bradshaw Advertising, Portland, OR   **1999 – 2000**
Senior Art Director

Concept origination, presentation, project management, managing multiple projects. Oversight of production in numerous forms of print, broadcast and digital media.

Harlan Kaplan, New York, NY; Portland, OR   **1994 - 1999**
Creative Director, Art Director
Acquired clients in Portland. Built concepts to solve marketing problems in both the short and long term for clients. Presented, produced work in print, video, web design and interactive multimedia.

Lane Island Design Corp., Roslyn, NY   **1994 - 1998**
Senior Art Director
Interfaced with clients, oversight of staff, generated concepts and layouts for print and package design.

Grey Direct, New York, NY   **1993 - 1994**
Art Director
Created innovative print campaigns, television commercials, direct marketing programs. Presentation to clients, managing staff, hiring photographers as well as illustrators, overseeing photo shoots and final production of work. Became primary new business creative.

Harlan Kaplan, New York, NY   **1992 - 1993**
Creative Director, Art Director
Acquired clients, freelanced, developed concepts, presenting and overseeing final production of work in all forms of printed media.

Campbell Mithun Esty, New York, NY   **1989 - 1992**
Art Director, Assistant Art Director
Devised concept, client presentation, interdepartmental coordination, oversight of staff, hiring talent, overseeing photo shoots and final production of work. Part of team that managed national and international accounts.

Anton Newspaper Publication, Garden City, NY   **1988 - 1989**
Art Director
Created newspaper advertisements, interfaced with different departments.

Teaching Experience

Portland Community College   **2001**
Instructed User Experience Design, User Interface Design, Application Design, Web Design with the use of latest applications as well as HTML, Javascript, Actionscript, and mentored while managing staff, along with projects.
Received Certificate of Appreciation for helping the professional skills training program.

Portland Community College, Sylvania Campus   **1998**
Computer Graphics Instructor

Taught from curriculum and beyond. Class focus on combining the latest versions of QuarkXPress, Adobe Illustrator and Adobe Photoshop to create work in different media, including the creation of web graphics.

Harlan Kaplan, New York, NY   **1994 - 1998**
Computer Graphics Instructor

Taught graphics softwares to computer professionals, updated students on new versions and how to combine different applications for a better final product.

Traditional

▪ Drawing	▪ Marker Comp Layout	▪ TVC Production
▪ Pen and Ink	▪ Pasteup and Mechanical	▪ Typespecing

Education

Advertising Design, Philosophy, Psychology - Syracuse University
Philosophy, Psychology - Nassau Community College
Advertising Design - School of Visual Arts