

Meredith Kaplan

510 E. Franklin St.
Raleigh, NC 27604
mobile: 919-656-1975
Meredith@KaplanStudio.com
www.KaplanStudio.com

► Work Experience

Partner / Designer - Kaplan Studio, LLC; Raleigh, NC (Feb. '07 – present)

Provide creative direction, graphic design services and print management for print and multimedia projects. Create and implement brand strategies, construct multimedia fundraising campaigns, design marketing materials and produce special event multimedia for an array of clients and private individuals. Manage the business side of Kaplan Studio while promoting the offered services and keeping the current clients happy.

Key Achievements / Notables:

- Conceptualized and implemented the DIET FREE brand for a *America's Nutrition Leader*, Zonya Foco, RD. Designed the logo and all subsequent marketing materials. www.Zonya.com
- Re-branded my own company in early 2008. Designed the logo, identity system, and web site for a successful launch. Continue to promote my business and services to big and small companies across the country. www.KaplanStudio.com
- Re-branded a regional salon and spa in Sylvania, Ohio. Redesigned the logo, created the identity system, designed the web site and other various marketing collateral on an as-needed basis. www.ReveSalonAndSpa.com

Graphic Design Coordinator - ProMedica Health System; Toledo, OH (May '05 – Feb. '07)

ProMedica Health System is one of the largest not-for-profit, fully-integrated health care systems in the region that serves northwest Ohio and southeast Michigan. While employed there, I organized information from communication managers and created educational and marketing materials based on provided copy and art direction. Managed anywhere between 5 and 20 projects simultaneously while meeting deadlines and expectations. Coordinated the production of designed materials from start to finish, including print production.

Key Achievements / Notables:

- Coordinated and managed the design and production of eight separate annual donor reports for ProMedica Health System's five regions.
- Established and implemented brand guidelines for eight hospitals in five regions.
- Initiated key relationships with subcontract designers, print and collateral item vendors.



Meredith Kaplan

510 E. Franklin St.
Raleigh, NC 27604
mobile: 919-656-1975
Meredith@KaplanStudio.com
www.KaplanStudio.com

► Education

School of Art & Design, University of Michigan, Ann Arbor, MI (Aug. '03 - May '05)
Graduated in May 2005 with a Bachelor of Fine Arts and a concentration in Graphic Design.

DePaul University, Chicago, IL (Sept. '01 - June '03)
Studied fine art and art history.

► Skills / Versed Applications

- | | |
|--|--|
| ● ● Adobe After Effects | ● ● ● Final Cut Pro |
| ● ● ● Adobe Acrobat 9.0 (Distiller & Reader) | ● ● ● ● Keynote |
| ● ● ● Adobe Illustrator CS4 | ● ● ● ● Mac OSX 10.6.4 |
| ● ● ● ● Adobe InDesign CS4 | ● ● ● Microsoft Excel |
| ● ● ● ● Adobe Photoshop CS4 | ● ● ● ● Microsoft PowerPoint |
| ● ● ● ● Business/Client Management | ● ● ● ● Microsoft Word |
| ● ● ● ● Extensive Print Management | ● ● ● ● Other Various Apple Applications |

Skill level: ● ● ● ● ●
Advanced
Intermediate
Beginner

► Mentionable Awards and Honors

“Wagley Funeral Home Identity System” — 2007 Crystal Award of Excellence, Corporate Identity System category, the Association for Women in Communications regional competition

“Emma’s Story” — 2006 Crystal Award of Excellence Award, Single Campaign Fundraiser category, the Association for Women in Communications regional competition

“Meredith - A New Font” — 2005 Crystal Award of Excellence Award, Student category, the Association for Women in Communications regional competition

“University of Michigan Deck of Playing Cards” — 1st Place, University Promotions category, “Steal This Idea 2006” for The Association of College Unions International Promotion and Marketing Contest

