

JORDAN KOPSTEIN

ART DIRECTOR & GRAPHIC DESIGNER BASED IN NEW YORK

EDUCATION

SCRIPPS COLLEGE

Bachelor of Arts, Studio Art
Claremont, CA MAY 2011

PARSONS SCHOOL OF DESIGN

AAS, Graphic Design
New York, NY MAY 2014

CONTACT

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JORDANKOPSTEIN.COM

SKILLS

- InDesign, Photoshop, Illustrator, XD
- Art Direction & Concepting
- Simple Animation/GIFs
- Photo & Video Shoot Production
- Web Design

EXPERIENCE

DAVID YURMAN NEW YORK, NY

Associate Art Director FEBRUARY 2022-PRESENT

- Art direct photo shoots for a wide range of use including print, digital, and social
- Work with creative team to execute projects ranging from multimedia ad campaigns, marketing and brand initiatives to digital site, social media initiatives, corporate identity solutions, logos, and print collateral pieces
- Concept and design for the DY social media channels including in-feed and stories
- Concept, design and execute comps, mood/storyboarding, presentation visuals, and other creative materials for seasonal campaigns
- Assist in developing and maintaining the creative look and feel for all cross-channel concepts

KIRNA ZABÊTE NEW YORK, NY

Associate Art Director APRIL 2021-FEBRUARY 2022

- Lead the concept and design of all creative assets used to support the e-commerce business
- Concept and design daily email campaigns, site assets and digital advertising/paid media
- Concept and manage the Kirna Zabête social channels (Instagram, Facebook, Pinterest)
- Art direct seasonal campaign & video shoots including pre-production, concepting, styling, on-set direction, image selection, and post production processes (retouching & video editing)
- Art direct e-commerce product photography
- Create marketing collateral such as packaging, postcards, and in-store signage
- Manage the design team including the Graphic Design Assistant and E-commerce Assistant

MICHAEL KORS NEW YORK, NY

Senior Graphic Designer NOVEMBER 2018-APRIL 2021

- Designed assets for MICHAEL Michael Kors including collateral, site, emails and social
- Art directed and designed assets including signage, emails & digital advertising
- Concepted and executed design and branding elements including but not limited to global advertising campaigns, in-store signage, packaging, logo/identity design & seasonal campaigns
- Art directed still-life shoots for Michael Kors Collection and MICHAEL Michael Kors seasonal
- Assisted in managing design team, including daily workload and individual development

MARIE CLAIRE MAGAZINE NEW YORK, NY

Senior Designer SEPTEMBER 2016—JUNE 2018

- Designed and concepted all high-impact units and advertorials
- Art directed and produced all branded content photo shoots and advertorials
- Produced digital and social branded content for *Marie Claire* channels
- Oversaw the art production process including retouching and checking files pre-shipment

Designer JULY 2014—SEPTEMBER 2016

- Designed all marketing and sales presentations for *Marie Claire*
- Created all email-blasts for *Marie Claire*
- Designed in-book promotion pages
- Designed and concepted all event collateral (invites, sites, posters, logos) for tent-pole events

Photo Assistant OCTOBER 2012—MAY 2013

- Researched all front of book fashion and beauty pages
- Scheduled all still studio dates in Hearst StudioD
- Assisted Photo Director with scheduling, travel arrangements, and coordinating cover shoots