

# ALEXANDER D. KIPPHUT

PORTFOLIO: [ADKIPPHUT.COM](http://ADKIPPHUT.COM)

2006 FAIRMOUNT AVE | UNIT 3 | PHILADELPHIA PA

## EXPERIENCE

### BRAND STRATEGIST + CREATIVE DIRECTOR

U GOT MUNCHIES LLC | PHILADELPHIA, PA | MARCH 2010 – PRESENT  
[WWW.UGOTMUNCHIES.COM](http://WWW.UGOTMUNCHIES.COM)

- Concepted and managed development of UGM brand as it grew from an online snack delivery service, to a food truck, to a thriving brick and mortar restaurant in less than 2 years
- Implimented operational strategies to ensure unique customer experiences consistent with brand message
- Generated strong brand evangalism through targeted marketing and advertising
- Designed and executed all materials including websites, menus, business + loyalty cards, in-store design, advertising, promotions, and social media campaigns

### GRAPHIC DESIGNER

HYDROS BOTTLE LLC | PHILADELPHIA, PA | JUNE 2011 – NOVEMBER 2012  
[WWW.HYDROSBOTTLE.COM](http://WWW.HYDROSBOTTLE.COM)

- Lead rebranding and exploration to develop a more targeted message in conjunction with a second generation product launch
- Designed and directed all product packaging, in-store POP displays, signage, B2C + B2B sales materials, print advertising, web content, trade show displays, and product photography
- Sourced and maintained relations with printers, suppliers and manufacterers while handling all file management, prepress checks, and proofing for projects

### EXECUTIVE CREATIVE DIRECTOR

DIAMOND EDGE COMMUNICATIONS | PHILADELPHIA, PA | JANUARY 2010 – MAY 2011  
[WWW.TEMPLE.EDU/DEC](http://WWW.TEMPLE.EDU/DEC)

United States Department of State | MAGE Solar | Corporate Call Center | Adelpia Restaurant  
Alzheimer's Association of Philadelphia | Temple University Advertising Department

- Managed creative direction for 30+ member student-run agency
- Collaborated with account teams to rebrand several national and regional accounts
- Regulated agency workflow to balance creative exploration and output by developing and maintaining production schedules and timelines

## DESIGN TOOLS

### SOFTWARE + ANALOG

ADOBE ILLUSTRATOR, ADOBE PHOTOSHOP, ADOBE INDESIGN CS3-6, RHINOCEROS NURBS MODELING SOFTWARE, HAND RENDERING + DRAFTING, DIGITAL + 35MM PHOTOGRAPHY, MODEL BUILDING

## EDUCATION

TEMPLE UNIVERSITY | PHILADELPHIA, PA | BA MAY 2011

### ADVERTISING ART DIRECTION

- Previous coursework completed in the Tyler School of Art Architecture Program

### RECOGNITION

- Temple Advertising Department 'DaVinci Award' for Innovation, Diamond Edge Communications Most Valuable Member 2011, Deans List

### ORGANIZATIONS

- Vice President (GMC) | Kappa Sigma Fraternity - OY Chapter | 5/2009-5/2011

