aaron robertson

📐 WORK EXPERIENCE

Hay House - Production Artist
Apr 2015 - Present

I assist the Web Marketing department's Creative Director in the creation of online course graphics, digital advertisements and print marketing materials. Since I began working with the company, year-over-year sales and conversion rates have increased tremendously from 2015-2016, and are projecting to increase steadily through 2017. Additionally, I conceptualized and executed the winning design of the 30th anniversary logo for Hay House in a competition between all in-house employees globally and outside freelancers. I also branded the new Hay House U Live annual conference for 2016.

To position myself as a leader within my department, I streamlined processes for the creation and upkeep of brand identities and marketing materials for our clients. I also ensure my team is up to date with industry advancements in technology and best-practices.

Aaron Robertson Design - Creative Director
Oct 2009 - Present

I work with clients on a wide range of projects from brand development, to personal design. For each project I take, I start with a discovery brief to determine if the client has any additional unknown needs and to precisely layout the scope of work. In collaboration with my clients, my goal in every project is to help them solve a problem through visual communication. During the course of a project, I offer direction to my clients with regard to design style, format, print production and timescales. I also offer a list of additional services by acting as liaison between them and my third-party vendors.

ticktBox - Lead Designer
Sep 2014 - Feb 2015

My responsibilities focused on visual conceptualization and execution of back-end user interfaces used to market movie screenings and events. I worked closely with a team of developers to create simplistic, user-friendly experiences for clients and their target audiences. I also led the web based design execution for ticktBox's largest fortune 500 companies such as Sony Pictures, Relativity, Fox Searchlight, Lionsgate, and Gofobo.

CreativeMob - Lead Designer
Oct 2012 - Feb 2015

I led the design department in conceptualizing and executing projects for our diversified clientele. The branding strategies produced by my team and I were meticulously developed with SEO and core design standards in mind, never compromising on design aesthetics or user experience. Along with web design and digital marketing materials, I was also responsible for storyboarding and motion graphics. In 2014, my team and I rebuilt the company website, earning numerous awards and points of recognition from members of the design community.

AccessPoint Group - Senior Designer
Apr 2011 - Oct 2012

At AccessPoint Group, I had the privilege to work alongside highly talented branding professionals while in charge of concept execution for a wide range of clients. During my employment, I was able to develop techniques associated with taking a company from initial conceptualization, through the various stages of design before reaching the end product.

🏆 AWARDS

2014 Silver Award Winner:
Marketing
W³ Awards

2014 Silver Award Winner:
Personal Web site
W³ Awards

2014-2015 Web Design Award
DesignFirms

Awwwards 2014
awwwards.com

🎓 EDUCATION

Coleman University 2012
BS in Graphic Design

While earning my Bachelor's Degree, I worked as a Teaching Assistant aiding students in mastering the Adobe Creative Suite.

📱 CONTACT INFO

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🖥 TECHNICAL SKILLS

Photoshop CC	Microsoft Word
Illustrator CC	Pages
InDesign CC	PowerPoint
Flash CC	Keynote
Muse CC	Microsoft Excel
After Effects CC	Basecamp Project Manager
Premiere Pro CC	
Adobe Acrobat	Lucid Charts
Final Cut Pro	Wordpress

💡 DESIGN SKILLS

Web Layout	Color Theory
Print Layout	Typography
Web Design	UX / UI
Print Design	Photo Manipulation
Mobile Design	
Responsive Layout	Project Management
Branding	File Architecture
Iconography	SEO Design Standards
Email Design	Website Flow
Shirt Design	Web Wire framing
Package Design	
Motion Graphics	Photography
	Video Editing