E. AARON ROSS

eaaronrossdesign.com

ART DIRECTOR + DESIGNER

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EXPERIENCE

Known
Art Director | March 2021 - Dec 2022 (NYC)

Developed 360 campaign creative and stand alone assets, created pitches for brands in a variety of industries, presented work to internal creative teams and to clients, lead and collaborated with designers and copywriters. [Clients: Capital One, HSS, Rock Center, Stackwell, Acrisure, MintNFT, Talk Space, Amazon, El Pollo Loco.]

Hawkfish
Art Director, Designer | Jan-Dec 2020 (NYC)

Designs for social media and the web, merch design, illustration, art directed motion graphics for social. [Clients: Johns Hopkins, Bloomberg Philanthropies, Bloomberg 2020 Presidential Primary.]

Illinois College of Optometry
Head of Digital Design | 2014-2017 (Chicago)

Web design, UI, UX, front-end, art direction, campaign concepting, digital asset management, photo & video production and editing.

Freelance Designer, Art Director
2017-2019 (Philadelphia & NYC)

Exhibition identity design, branding, album design, magazine design, photo directing, web and email design. [Clients: Deathwish Records, Metal Blade Records, Chase Contemporary, Revolver Magazine, University of Pennsylvania.]

Freelance Design, Front-End, Photo, Video
2009-2014 (Chicago)

Almost exclusively via Creative Circle, at agencies and in-house positions across industries. Hybrid roles with a mix of design for print, web, front-end dev, with a touch of photo and video. [Agencies included: Leo Burnett, Optimus, Manifest Digital, The Royal Order (Ogilvy), and Hawkfish. Brands include: Special K, Swiffer (P&G), Pedigree, Chevy, Discover, Cricket, Gogo Inflight, Forbes, the Chicago Reader, & Allstate.]

ART DIRECTION

Visual Direction
Campaign Concepts
Dynamic Tactics
Storyboarding
Photography Curation
On-Set Guidance
Hands-On Leadership

DESIGN SKILLS

Social / Digital
Web Design / UI
Motion Graphics
Video Editing
Identity Development
Logo & Branding
Print Design

PHOTO SKILLS

Editorial Photo
Studio Photo
Product Photo
Cinematography
Retouching

SOFTWARE SKILLS

Adobe Creative Suite
Figma
HTML5 + CSS3
JQuery / Javascript
WordPress

EDUCATION

University of Pennsylvania
Master of Fine Arts, Interdisciplinary Studio

2019
Philadelphia, PA

University of Illinois at Chicago
Bachelor of Fine Arts, Graphic Design
Bachelor of Fine Arts, Moving Image

2009
Chicago, IL