



Aaron Monroe

Graphic Designer

Education

Savannah College of Art and Design – *B.F.A.*

Savannah, GA

September 2015 – March 2019

- *Major:* Graphic design, *Minor:* Motion media (Cum Laude)

Experience

CLEARresult – *Graphic Designer*

Los Angeles, CA

September 2022 – March 2024

- Collaborated with cross-functional teams in kick off calls to understand project requirements, client expectations, and ensure the delivery of visually compelling designs.
- Helped the team enhance overall output by an impressive 23% in 2023.
- Collaborated with marketing teams to develop effective visual strategies for campaigns, leading to increased engagement and utilizing Figma to design captivating email and web layouts.
- Contributed to an award-winning design for CLEARresult client Focus On Energy and Golden State Rebates. Resulting in a Gold MarCom award and a Hermes Platinum for 2024.

The Bureau of Small Projects – *Senior Designer (Contractor)*

Los Angeles, CA

January 2022 – September 2022

- Guided clients through the website and branding design process. Helping to translate their vision and goals into visually compelling and user-friendly digital solutions.
- Conducted in-depth research on industry trends, competitor landscapes, and target audience preferences to elevate the design approach. Resulting in distinctive and competitive client branding across multiple mediums.

Responsibility.org – *Graphic Designer (Shared Services)*

Arlington, VA

August 2019 – September 2022

- Managed a team of creative professionals, overseeing their day-to-day activities and providing feedback and coaching to help the team improve their performance and achieve their goals
- Managed the end-to-end design process for a wide range of marketing assets. From conceptualization to final delivery, ensuring that all materials were on-brand, visually compelling, and effectively communicating key messages to target audiences.
- Created an award-winning brand identity for the DISCUS (Distilled Spirits Council of the U.S.) Conference (2020-2021), resulting in increased attendee engagement and positive feedback from stakeholders.
- Streamlined and updated existing branding guidelines to reflect current trends and best practices. Resulting in a more cohesive and effective visual identity across all touchpoints.

Hexbug – *Graphic Design Intern*

Greenville, TX

March 2019 – June 2019

- Developed and executed on-brand social media content and banner ads for multiple campaigns, utilizing design tools and software to deliver high-quality creative assets.
- Developed print-ready artwork files using industry-standard software such as Adobe InDesign, Illustrator, and Photoshop, ensuring compatibility and efficiency in the printing process.

Skills & Certifications

Skills: Adobe Creative Suite, Photoshop, Illustrator, InDesign, After Effects, Acrobat, XD, Figma, Blender

Certifications: Advanced 2D Animation (School of Motion), Google UX Design (Coursera)