

Aaron Wilson

The Right Tools for the Job!

www.AaronWilsonDesign.com

204 S. Elm St. Marshville, NC 28103 · 704-254-9962 · aaron@unionstudios.com



Education

Western Carolina University

Graduation Date: December 1996

Bachelor of Fine Arts, concentration in Graphic Design

Related Courses: Typography 1 & 2, Graphic Design 1 & 2, Communication Design, 3-D Design, Package Design, Painting, and Drawing Courses

Expertise

Graphic Design and Coordination
Exhibit/Tradeshow Design
Web Design (HTML/CSS/PHP)
Inner Office Relations
Vendor Relations

Computer Illustration
Logo Development
3-D Illustration
Large Scale Mural Design
Large Format Printing

Creative Consultant
Client Relations
Technical Know-How
CAD

Computer Skills

Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Adobe Acrobat

QuarkXPress
Flash
Dreamweaver
Final Cut Pro

Vector Works/Mini-CAD
Excell
Power Point
Word

Work Experience

September 08 - Present

Affinity4, Norfolk VA (work on-site and remote)

Position: Senior Graphic Designer

- Create and develop marketing material with emphasis on branding and sales goals
- Manage and administer the Affinity4 web site
- Create new web content and promotional advertisements with the goal of increasing web sales
- Work closely with product department and product vendors to develop sales campaigns and promotions of cross branded materials
- Create promotional video content for use on the Affinity4 web site and sales DVDs
- Manage creative department and internal graphic designers
- Schedule high level jobs as well as day to day tasks with emphasis on deadlines
- Manage and record voice overs for on hold messaging
- Work closely with the Affinity4 call center to develop materials to increase sales
- Create cross branded materials for Affinity4 Non-profit partners
- Develop business identities and branding materials for Affinity4 entities
- Work with marketing team to create a ongoing Social Media plan
- Develop ads for Non-Profit partners and interactive dynamic downloadable materials

continued:



Work Experience

January 04 - August 08

PlayPower, Inc., Huntersville, NC

Position: Graphic Designer

- Lead creative support for PlayPower's five business units.
- Manage all creative projects in a timely manner, using outside and inside resources.
- Support business units with tradeshow coordination for over 60 national and international tradeshows.
- Work with sales department to create market specific collateral material.
- Work with New Product Development in the successful marketing of new products.
- Creative lead for PlayPower's business unit web sites.
- Design and manage national and international media plan with over 200 ad placements annually.
- Coordinate and manage on and off site photo shoots.
- Creative lead for annual business unit catalogs.
- Coordinate the translation and re-design of corporate literature for marketing overseas.
- Support global representative and distributor network with sales material, photography, local publication ads and tradeshow material.
- Support PlayPower corporate functions with business material, special event displays and requests from PlayPower CEO and the VP of marketing and sales.
- Work with HR department in filling vacant and new employment positions.

Work Experience

September 97-October 03

ACI Design, Charlotte, NC

Position: Art Director

- Conduct client meetings to discuss projects and deadlines.
- Work with sales staff and production department to address client needs and expectations.
- Creative design with emphasis on client expectations, audience, current trends, and products.
- Work with Creative Director on brochures, flyers, mailers, POP displays, and posters.
- Conduct photo shoots and research stock photography for projects.
- Create high end proposal drawings for prospective clients.
- Design exhibit graphics and murals, with thought towards current themes and show goals.
- Process and print graphics for various applications.
- Create design for vinyl graphics and signs.
- Train and advise production artists.
- Manage multiple projects with respect to deadlines.

Freelance Design

June 04-Present

Social The Magazine, Raleigh, NC

Position: Creative Director and Co-Owner

- Creation and design of local entertainment publication with strong emphasis on seasonal and audience trends.
- Work with partners and sales staff to satisfy client expectations
- Design and layout monthly publications, administer photo shoots for cover girl, fashion, and spotlight sections.
- Broker printing and shipping.
- Work with clients to create advertisements, web banners and logos.