

# Aaron Weinstein

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## OBJECTIVE

To secure a print and web designer position within an organization that values creative exploration and distinction in graphic design.

## PROFESSIONAL EXPERIENCE

### 2006–PRESENT, DBP|CHICAGO, SENIOR GRAPHIC DESIGNER

- Designed full range of print and web materials including logos, stationery, marketing collateral, direct mail, product packaging, print and web advertising, static and database driven web sites, e-blast campaigns, e-newsletter campaigns, and more.
- Designed and coded accessibility minded front-end web sites using (X)HTML/CSS.
- Created flash animations and implemented open source javascript components.
- Consulted high-level executive clients during creative strategy meetings.
- Lead creative development of all dbp|chicago's web and print marketing efforts.
- Managed and art directed dbp's stable of freelance designers to ensure high level of creative output.
- Mentored, managed and art directed a steady flow of student design interns.
- Worked directly with clients to manage expectations and exceed desired results.
- Handled preflighting and proofing of supplied artwork to ensure client satisfaction.
- Developed and maintained print vendor relationships.

### 2004–PRESENT, STUDIOSTEIN, FREELANCE GRAPHIC DESIGNER

- Designed corporate identity materials and (X)HTML/CSS web sites for small to medium size businesses.
- Created flash animations and implemented open source javascript components.
- Managed print and web design projects from conception to completion.
- Consulted clients on how to creatively maximize project effectiveness while managing their expectations.

### 2004–2006, THE MARKETING TEAM, SENIOR GRAPHIC DESIGNER

- Redefined The Marketing Team's identity through overhaul of all the company's print and electronic marketing components. Supported this initiative with the creation of informal style guidelines.
- Designed and developed web and print marketing collateral including e-newsletters, web sites, brochures, logos, stationery sets, direct mail, magazine ads, product packaging, and more.
- Developed presentations for new client sales meetings.

### 2004–2006, SMARTBLAST, SENIOR GRAPHIC DESIGNER

- Headed creative development of all SmartBlast self-promotion materials, fortifying their position as a leader in the promotional products marketing industry.
- Designed e-blast framework for daily transmission to an opt-in list of over 47,000 professionals in the promotional products industry.
- Refined the company's identity by developing consistent look and feel in all SmartBlast marketing materials.
- Designed and developed web and print marketing collateral including e-blast campaigns, web sites, brochures, logos, stationery sets, direct mail, magazine ads, product packaging, and more.

### 2002–2004, HINGE INCORPORATED, GRAPHIC DESIGNER

- Designed conceptually grounded brand identity materials including logos, stationery, marketing collateral, newspaper and magazine ads, posters, maps, product packaging, and more.
- Designed and coded front-end web sites using HTML/CSS. Designed PowerPoint templates, e-newsletters, and e-blast announcements.
- Designed highly effective seminar announcement series, resulting in procurement of two important clients.
- Lead creative development of company's promotional materials, attracting attention as one of Northern Virginia's leading and most eccentric brand identity firms.
- Worked directly with clients and managed a variety of projects from conception to completion.
- Recommended marketing strategies for prominent biotech companies, law firms, and financial institutions.

## PROFESSIONAL EXPERIENCE (CONTD.)

### 1997–1999, FULLER DESIGN, ADMINISTRATIVE ASSISTANT

- Instituted new system for archiving print samples, allowing easy recovery of desired pieces.
- Restored and streamlined database of over two thousand clients and contacts after a long period of disregard.
- Constructed promotional materials and concept presentation boards.

### 1996–1997, ART DIRECTORS CLUB OF METROPOLITAN WASHINGTON, ADMINISTRATIVE ASSISTANT

- Provided secretarial and administrative support in preparation for a regional banquet of art directors.
- Maintained and streamlined database of several thousand local designers, photographers, illustrators, art directors, and copy writers.
- Arranged and prepared promotional materials for mass mailings.

## COMPETENCIES

- InDesign
- Illustrator
- Photoshop
- ImageReady
- QuarkXpress
- PowerPoint
- Word
- Mac & PC platforms
- Proficient in (X)HTML & CSS
- Learning Flash

## EDUCATION & TRAINING

- 1997–2001, University of Colorado, BFA in Studio Fine Arts
- 2002, New Horizons, Intensive day course in Macromedia Dreamweaver
- 1995–1997, Torpedo Factory Art Center

## AWARDS & HONORS

- 2003, ADCMW 54th annual show, 1st Place Signage Award
- 2001, University of Colorado, Bachelor of Fine Arts Scholarship
- 1998 & 2000, University of Colorado, Academic Deans List

## REFERENCES

- **Doug Fuller**  
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Freddie Mac Design Studio  
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