

# AARON WEINSTEIN

CREATIVE  
DIRECTOR

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## PROFESSIONAL EXPERIENCE

### 2012–PRESENT, DELOITTE DIGITAL, CREATIVE DIRECTOR

- Provided creative leadership for a variety of native mobile, responsive web, video, branding, chat bot, and AR projects across healthcare, retail, food & beverage, automotive, finance, and entertainment verticals.
- Participated in new business pitch work and helped to secure new clients including the State of New Mexico, Bed Bath & Beyond, JCPenney, Amtrak, Chipotle, and Blue Cross Blue Shield.
- Lead team of 20+ UX & UI designers, conducted project critiques, established weekly mashup meetings, and lead team standups.
- Played a key role in developing marketing and pitch materials that helped secure a major enterprise partnership between Deloitte and Apple.
- Lead creative and production of an AI-enabled urban transportation command center prototype for the Future of Mobility practice.
- Championed video production within Deloitte Digital resulting in the creation of a dedicated, national video production discipline.
- Lead a variety of C-Suite facing workshops ranging from art of the possible, to design thinking, to brand and business discovery sessions.
- Coached and provided career guidance to junior through senior level UX and UI designers, as well as Salesforce Developers.

### 2009–2012, TWOFOUR, ART DIRECTOR

- Art directed one-off print and web advertisements as well as fully integrated advertising campaigns.
- Designed full range of print and digital media materials including logos, stationery, marketing collateral, direct mail, product packaging, apparel, e-blast campaigns, e-newsletter campaigns, mobile applications, and more.
- Lead concept development for guerrilla marketing campaigns and PR generating stunts and events.
- Designed, front-end coded, and administered quality assurance on accessibility minded websites using (X)HTML/CSS.
- Created brand standards guides to ensure consistent execution of newly developed corporate identities.
- Participated in new business pitches, helping to secure multiple blue chip clients.
- Represented the interest of the staff at all senior management gatherings.
- Lead web committee to stay abreast of latest online trends and technologies.
- Presented to and consulted executive level clients during creative pitch meetings.
- Managed and art directed freelance designers to ensure high level of creative output.
- Mentored, managed and art directed creative interns.

### 2006–2009, DBPCHICAGO, 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'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 websites for small to medium size businesses.
- Created flash animations and implemented open source javascript components.
- Managed print and web design projects from concept to completion.
- Consulted clients on how to creatively maximize project effectiveness while managing their expectations.

## PROFESSIONAL EXPERIENCE (CONTD.)

### 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, websites, brochures, logos, stationery sets, direct mail, magazine ads, product packaging, and more.

### 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, websites, 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 websites 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 concept to completion.
- Recommended marketing strategies for prominent biotech companies, lawfirms, and financial institutions.

## COMPETENCIES

- Full Adobe Creative Suite
- After Effects
- Premiere
- Final Cut
- Trapcode Suite
- Lightroom
- Sketch
- InVision
- Rapid Prototyping
- iOS & Android design patterns
- Visual & user experience design
- User journey & persona development
- Video production, direction & editing
- Motion graphics production
- Proficient in (X)HTML & CSS

## EDUCATION & TRAINING

- 2013, Advanced Business Consulting for Technologists, Deloitte University
- 2002, Intensive training in Macromedia Dreamweaver, New Horizons Learning Center
- 1997–2001, BFA in Studio Fine Arts, University of Colorado

## AWARDS & HONORS

- 2012, Chicago Silver Addy for Ben & Tom 'Lightning' ad, American Advertising Federation
- 2012, Chicago Bronze Addy for Ben & Tom campaign, American Advertising Federation
- 2010, Employee of the year, twofour
- 2010, Brief write-up from Lewis Lazare on the Atkore 'Heart' ad, Chicago Sun Times
- 2003, 1st Place Signage/Environmental Graphics Award, ADCMW 54th annual show
- 2001, Bachelor of Fine Arts Scholarship, University of Colorado
- 1998 & 2000, Academic Dean's List, University of Colorado

## REFERENCES

### TIM BANISTER

Senior Senior Manager  
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### ANDREW PREBLE

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