

E. AARON ROSS

eaaronrossdesign.com

SENIOR ART DIRECTOR + DESIGNER

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EXPERIENCE

Casa Komos Brands Group (CKBG)

Senior *Art Director* | 2023 - Current | NYC

Working across all 4 brands of CKBG: Superbird (tequila), Komos (tequila), Doladira (aperitivo), and Stuzzi (hot sauce). I work on branding, pitches, packaging, social, video, and OOH, in addition to directing photo shoots and contributing to brand strategy. As part of the leadership for a small team of 4 creatives and freelancers, whether the task is big or small, we do it all!

Known

Art Director | 2021 - 2023 | 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 | 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 Design

Design, Web Design, 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.]

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

ART DIRECTION

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

DESIGN SKILLS

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

PHOTO SKILLS

Editorial Photo
Studio Photo
Product Photo
Cinematography
Retouching

SOFTWARE SKILLS

Adobe Creative Suite
Premier Pro
After Effects
Figma
HTML5 + CSS3
jQuery / Javascript
WordPress