

AARON LEE

Digital & Brand Designer

Wilmington, NC

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WORK EXPERIENCE

Digital & Brand Designer (freelance)

Blue Ridge Creative Marketing | 5/2013 - Pres. | Wilmington, NC

Help clients from a variety of industries tell their stories, extend their reach, & grow their brand through web design, UX/UI strategy & design, logo design & branding, social media marketing, brand strategy, & other creative marketing efforts.

Sr. Associate, Digital Design Lead

Capital One | 9/2021 - 4/2023 | Richmond, VA

Lead designer for EP2 & Enterprise Data Comms & 'Top of House' departments. Conceptualize, design, & art direct various digital products & interactive experiences working cross-functionally with teams under the department's umbrella. Develop & maintain EP2 and Enterprise Data brand standards, including logos, visual identity, design elements & brand tone ensuring consistency throughout all touchpoints & comms.

Digital Designer (contract)

The Shed | 7/2020 - 10/2020 | Richmond, VA

Assisted Creative Director in designing & developing sub-brands for The Shed. Designed various banner ads, social media graphics/videos, sub-brand logos, landing pages/microsites, as well as promotional print & email marketing collateral for "School in a Box" & "Celebration Park" sub-brands.

Creative Designer (intern)

POOLHOUSE | 5/2019 - 8/2019 | Richmond, VA

Designed in-house marketing collateral & social media/web graphics for clients, took lead on UX design for 2019 Poolhouse website re-fresh. Assisted political team with research for brand strategies & creative briefs for campaigns from candidates across the country.

Web & Graphic Designer

Queue, LLC | 6/2017 - 4/2020 | Raleigh, NC

Created content for all brand social media accounts. Designed websites as well as digital & print assets & other marketing collateral for queue (in-house) & queue clients under direction of agency President & agency Creative Director.

Digital Marketing Manager

Military Benefit Association | 8/2012 - 12/2016 | Chantilly, VA

Developed MBA's digital 'brand voice' & social media presence, assisted in designing all digital marketing campaigns. Designed landing pages, email marketing templates, web content & social media graphics ensuring strong adherence to brand guidelines. Assisted MeLife in strategic planning/design of traditional print advertising & direct mail campaigns.

EDUCATION



Virginia Commonwealth University - Brandcenter | Richmond, VA

Master of Science - Business, Advertising/Brand Strategy



Virginia Tech | Blacksburg, VA

Bachelor of Arts - Public Relations & Communication



SKILLS

Web Design
UX/UI Design & Strategy
Brand Management
Creative Development
Creative Briefs
Public Speaking
Video Production/Editing
Content Creation
User Research/Testing
Qual/Quant Research
Wireframing
Brand/Identity Design
Digital Strategy
Graphic Design
Social Media Marketing
CMS Management
Email Marketing



MY TOOLBOX

Wordpress
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe XD
Adobe After Effects
Final Cut Pro X
Invision
Figma/Sketch
Google Analytics
Mailchimp
Hubspot
HTML/CSS
Google Suite
Powerpoint/Keynote



CERTIFICATIONS

Google Mobile Sites
Google Analytics
Final Cut Pro X
-Essential Training
UX Design Essentials
-Essential Training
Advanced Branding
Brand Strategy for Designers