

# J AARON GUILLES

ART DIRECTOR / DESIGNER

## ABOUT

With over 10 years of agency experience, Aaron has done world-class work in both interactive & traditional marketing for some of the best-known brands.

With a meticulous approach, Aaron considers himself to be a craftsman above all else, seeing the work through from start to finish. Relentlessly striving to be better, he learns and adapts while sharing knowledge along the way. Born into the world of design, he sees the world in pixels and hex codes. Efficiency and process are his *modi operandi*. He can routinely be found zoomed in at 3200%, making sure everything is pixel-perfect.

When Aaron isn't wearing his designer hat, he is a husband, a proud father of the smartest, most fearless little girl, a sponsored rock climber, a has-been skateboarder, and a Dachshund herder. He also spends time making things with his hands and trying not to grow up.

## SKILLS

Art Direction  
UI & UX  
Responsive  
Concepting  
Production  
Branding

## TOOLS

Photoshop  
Illustrator  
InDesign  
After Effects  
HTML+CSS  
Flash

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## EXPERIENCE

### MEplusYOU

2014 - Present  
[ 4 months ]

#### Art Director

Creating value through great design and user experience while working closely with a team of designers, writers, UX architects, strategists, developers, and interns. Leading the way with design and managing the creative development process for the following clients:

Convergence Health | GSK | Hertz | Louisville Slugger | Novartis Oncology  
Omni Hotels & Resorts | Peter G. Peterson Foundation | SallieMae

### IMC<sup>2</sup>

2009 - 2014  
[ 5 years ]

#### Senior Designer

Produced a Designer Handbook to help organize our design team. Developed a training program and rolled it out to 60+ designers and interns. Worked closely with a full creative team and managed a number of interns. Led and designed websites, social initiatives, brand identities, apps, and tools. Worked with internal leadership on new business opportunities. Clients included:

Ad Giants | Boehringer Ingelheim | Burt's Bees | Convergence Health | Dendreon | Eli Lilly | GSK  
Hanger | Louisville Slugger | Novartis Oncology | Ormish Spectrum | Peter G. Peterson Foundation  
Pfizer | SallieMae | Shire | Stiefel | Wells Fargo

### IMC<sup>2</sup>

2007 - 2009  
[ 2 years ]

#### Senior Production Designer

Honed my skills in the art of production. Uncovered ways to improve the design process by working with designers up-front and facilitating the handoff to developers within the strictly regulated pharma industry. Clients included:

Eli Lilly - Cymbalta, Effient, Symbyax, Zyprexa | GSK - Altabax, Avodart, Boostrix, Lovaza  
Pfizer - Bextra, Celebrex, Lipitor | Shire - Adderall, Daytrana, Fosrenol, Lialda, Pentasa

### IMC<sup>2</sup>

2004 - 2007  
[ 2.5 years ]

#### Designer

Cut my teeth and made a name for myself doing conceptual/production/Flash work on some of the largest consumer goods and pharma brands, including:

Proctor & Gamble - Actonel, Clairol, Crest, Head & Shoulders, Tampax  
Shire - Adderall, Daytrana, Fosrenol, Lialda, Pentasa

### FOCUS2

2003  
[ 4 months ]

#### Intern

Worked with a talented team on a branding project for NEXAR, helped prepare and design assets for a book about JFK, set up a new store front for Nambé, and illustrated artwork for a call-for-entries poster for DSVC.

## EDUCATION

### OSU-OKMULGEE

2001-2004

#### Associate's Degree in Applied Science, Multimedia Technology

Studied graphic design and web design, while developing my skills in Photoshop, Flash, page layout, HTML & CSS, as well as 3D modeling and video production.

1st Place | Non-Linear Multimedia | 2004 Brass Ring Awards

1st Place | Linear Multimedia | 2002 Brass Ring Awards

1st Place | Non-Linear Multimedia | 2002 Brass Ring Awards

4th Place | Best of Show | 2002 Brass Ring Awards