

E. AARON ROSS

eaaronrossdesign.com

ART DIRECTOR + DESIGNER

eaaronross@gmail.com
630.854.2726

EXPERIENCE

The Mixx

Associate Creative Director | 2024 - Current | NYC

A mid-sized ad agency serving major clients, with a focus on under-represented communities. My primary responsibilities include leading a team of designers for the Amex and Disney Gift Card accounts, contributing to new business pitches, and providing overall creative guidance to the agency. [Clients: Amex, Disney, FX - The English Teacher, Searce, Stryker]

Casa Komos Brands Group

Senior Art Director | 2023 - 2024 | NYC

CKBG is the parent company for three young alcohol brands and a hot sauce. In this role, I created and extended brand guidelines, art directed photo shoots, designed and strategized for social, print, OOH, and experiential, while co-leading a team that included two mid-level designers and a handful of freelancers. [Clients: Komos, Superbird, Doladira, Stuzzi]

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

On the team responsible for the many communications needs of the college, including recruitment, alumni relations, educational collateral, and internal. Primary duties were web design and front-end, art direction, campaign concepts, digital asset management, and photo & video production.

EDUCATION

University of Pennsylvania

Master of Fine Arts, Interdisciplinary Studio

University of Illinois at Chicago

Bachelor of Fine Arts, Graphic Design
Bachelor of Fine Arts, Moving Image

ART DIRECTION

Campaign Concepts
Visual Consistency
New Business Pitches
Storyboarding
Image Guidance
On-Set Experience
Hands-On Leadership

DESIGN SKILLS

Logo & Branding
Identity Development
Packaging (CPG)
Social & Digital
Web Design + UI
Video + Motion
Experiential
Print Design

PHOTO SKILLS

Product Photo
Event Photo
Studio + Portrait
Video for Social
Retouching

SOFTWARE

Adobe Creative Suite
Figma
HTML5 + CSS3
Webflow
WordPress

INDUSTRIES

Beverage, Healthcare,
Finance, Entertainment,
Politics, Tech, + more.

2019
Philadelphia, PA

2009
Chicago, IL