

# AARON HARO

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## Graphic Designer

Los Angeles, CA

Clients including Beauty Inc, Los Angeles Unified School District, Google, Ciroc Vodka, and Sportico.

## EXPERIENCE

### **KABATA FITNESS** Freelance Art Director

Remote  
Nov 2023-Oct 2024

Led moodboard and conceptualization efforts through usage of photo shoot footage showcasing artificial intelligence powered dumbbells. Executed design of launch videos of AI-Powered fitness products for social media channels.

### **FREELANCE DESIGNER**

Remote + Los Angeles, CA  
2019-Present

Conceptualization and designing for digital, print and broadcast. Working solo, with partners and in large teams at times as a contractor. Clients included Living Spaces Furniture, Facebook, Sportico, Google Pay, Beauty Inc. and Apple.

### **STRIDE INC** Paid Media Designer

Remote  
May 2022-Aug 2023

Produced marketing artwork approved by stakeholders that went live on google ads, web, email and social media platforms showcasing national education program. Tasks included diverse campaigns through animation and static storytelling.

### **WOMEN'S WEAR DAILY**

Freelance Marketing Designer  
New York City, NY  
Mar 2020-May 2022

Marketing designer across brand's ecosystem. Adhered to brand guidelines and observed consumer trends to design content. Executed animation GIF content for email—produced motion ads for web banners and social media platforms.

## EDUCATION

### **BIOLA UNIVERSITY**

La Mirada, CA  
2014-2018 — Bachelor of Science in Design

## SKILLS

Experience as a teacher assistant, writer and leader  
Curious, creative and analytical  
Fluent in writing and speaking Spanish  
Knowledge of photography and ability to handle DSLR cameras  
Corporate identity/branding consulting and design  
Millennial and Gen-Z Art Direction  
Wordpress  
Powerpoint  
Keynote  
Adobe Creative Suite  
Figma

## ACHIEVEMENTS

**Google Pay:** Designed art style for social media look and feel of Google Pay's app launch.  
**WWD:** Produced over 32 sets of banner, over 90 sets of email visuals/headers and over 12 social media campaigns to aid retention and acquisition for Women's Wear Daily.  
**Apple X New York City Metropolitan Transportation Authority:** Adhered to Apple's brand guidelines to design ads about COVID-19 safety on public transportation for Apple's social media channels.  
**Facebook:** Conceptualization of design and art style for Facebook's sub-channel "We The Culture".

## REFERENCES

Available upon request