

AARON HARO

Portfolio: aaronharo.com
562 303 6973
aaronharo23@yahoo.com

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 conceptualization efforts with a fitness startup team. Pushed forward brand identity through creation of guidelines. Designed and edited video graphics and stories for audience marketing.

STRIDE INC Graphic Designer

Remote
May 2022-Aug 2023

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

WOMEN'S WEAR DAILY Designer

New York City, NY
Mar 2020-May 2022

Designed a cohesive brand experience for various target audiences. Executed animation GIF visuals for email—produced motion ads for web banners and social media platforms. Adhered to brand guidelines and observed consumer trends to produce campaigns.

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.

EDUCATION

BIOLA UNIVERSITY

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

SKILLS

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
Experience as a teacher assistant, writer and leader
Adobe Creative Suite
Figma
Wordpress
Photo retouching and color grading
Keynote

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