

AARON HARO

Art Director + Graphic Designer

Portfolio: aaronharo.com
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Freelance clients including Meta, Beauty Inc,
TBWA/CHIAT/DAY, Google Wallet, Living Spaces and Dime Optics.

EXPERIENCE

KABATA (Acquired)

Art Director
Remote
Nov 2023-Feb 2026

Executed design and web art direction on video marketing with a focus on data. Art direction for award-winning artificial intelligence dumbbells with an equity-backed portfolio of Bonobos, Menlo Ventures and Guthy-Renker.

GOTPROTEIN.COM

Junior Graphic Designer
Los Angeles, CA
June 2018-Sep 2019

Adhered to creative team's guidelines for web, print tasks and social media imagery. Tasked with label making for store products, design of key artwork for web content and email. Worked with third party print vendors.

STRIDE K12

Graphic Designer (contractor)
Remote
May 2022-Aug 2023

Designer for paid media and organic campaigns, produced key artwork approved by stakeholders based on analytics within the education field. Design for Stride Tutoring Program, Day in the Life Series, and other national education programs.

WOMEN'S WEAR DAILY

Graphic Designer
New York City, NY
Apr 2020-June 2022

Focused on a cohesive brand experience for various audiences in the business-fashion industry. Designed rebrand campaign, social and email launches with organic and paid media. Motion and GIF output on a weekly basis. Generated 40% increase in digital engagements.

EDUCATION

BIOLA UNIVERSITY

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

CERRITOS COLLEGE

Norwalk, CA
2013-2014 — Associate of Arts in Social and Behavioral Science

SKILLS

Adobe Illustrator
Adobe After Effects
Adobe Photoshop
Adobe InDesign
Adobe Lightroom
Figma
Fluent in writing and speaking Spanish
Knowledge of photography and ability to handle DSLR cameras
AI Tools - Imagen, Veo, Whisk, Dall-e, Gemini, Firefly

ACHIEVEMENTS

Google Pay: Designed the social media branding and presence of Google Pay's app launch.
WWD: Produced over 64 sets of banner campaigns, over 90 sets of email campaigns and over 12 social media series to yield 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.
Meta: Conceptualization of design and art style for Facebook's sub-channel "We The Culture".

REFERENCES

Available upon request