

Aaron Brashear | Designer | Creator | Collaborator

aaronbrasheardesign.com | aaronbrasheardesign@gmail.com | 917.923.7475

Seeking freelance, contract or temp-to-perm roles that engage my many years of print and digital design, brand development and implementation, creative direction, ideation, mentoring and teamwork in an agency or in-house studio environment.

Current Employment:

Aaron Brashear Design

Freelance designer and creative director

360° focus on brand development and implementation, print design, digital design, advertising and direct mail marketing. Work experience includes: branding agencies, Fortune 500, CPG, sports marketing, retail and not-for-profits.

Clients include:

CBX – 2013 & 2017-2018

Freelance CPG design, adaptive design and implementation. Brand and packaging extensions of consumer lines including food, beverage, pet care, health care and pharmaceutical product lines.

Diadeis – 2017-2018

Freelance CPG packaging, adaptive and production design. Line extensions, rehabilitation design updates and mechanical builds on consumer food, home care and cosmetic product lines.

Rouge 24, Inc. – 2015

Freelance CPG design, print design and brand development.

Parsons-The New School for Design, AMT Department – 2005 to present

Adjunct professor

Courses include communication design, print design and packaging design.

Previous Employment:

Siegel+Gale – 2015 to 2017

Senior Production Designer

Design, ideation, brand management, brand implementation and brand governance. Work includes creation of style guides, logo extensions/overviews, design systems, color testing, production design and web UI optimization.

Modell's Sporting Goods – 2013 to 2015

Associate Vice President/Director of Creative Services

Creative director and designer managing the in-house creative services department serving marketing, direct mail, advertising (ROP print and digital), store visual design (POP), e-commerce, e-mail campaigns, OOH, events and hot market promotional needs of the company's 150+ stores.

Lost In Brooklyn Studio – 1999 to 2013

Partner and Creative Director.

Brand development/identity development, marketing/advertising, print design, web design, writing and marketing consulting for many not-for-profit music, arts, education and cultural organizations, as well as corporate clients (Nike, Aeropostale, The Green-Wood Cemetery, American Composers Orchestra, Boosey & Hawkes, Historic Districts Council and others).

Prior to Lost in Brooklyn Studio:

SME Power Branding – 1999
Creative Director

The National Hockey League – 1996 to 1999
Senior Designer

Lerner NY (NY & CO.) – 1993 to 1996
Graphic Designer

The National Football League – 1991 to 1993
Production Designer

Education:

Graduate of **Pratt Institute** with a BFA in illustration/communication design.

Expert: Adobe CC, brand extensions, all print-related production and printing.

Proficient: Invision, html, CSS and UI design for CMS-based web development, such as WordPress.

Etcetera:

Smug Magazine

Creative director and designer.

MID-1990'S start-up East coast monthly music newspaper focusing on the emerging indie and hard rock music scene in NYC and across the US.

Community activist

Co-founder of the Concerned Citizens of Greenwood Heights community group and The 23rd Street Neighbors Association. Former Brooklyn Community Board 7 member. Recipient of the New York City's "I love my NYC block" grant programs. Named "Mayor of Greenwood Heights, Brooklyn" by The Brooklyn Paper.

Tiki enthusiast, gardener, DIY-er, all-around nice guy and creative type.

Related links:

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