

Aaron Brashear | Designer | Creator | Collaborator

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

Current Employment:

Aaron Brashear Design

Freelance design, brand development and brand implementation

Graphic design, print design, packaging design, digital design and implementation. Work experience includes: branding, packaging, sports marketing, retail and not-for-profits. Clients: CBX and Diadeis/SGS North America.

Parsons-The New School for Design, AMT and CUE Departments – 2005 to present

Adjunct professor

Courses have included communication design, print design and packaging design.

Previous Employment:

CBX – 2017 to 2018

Packaging Designer

Freelance packaging design, ideation, adaptive CPG design and brand implementation. Brand and packaging design/extensions of consumer lines including food, beverage, pet care, health care and home care brands (Alba, The Clorox Company, Doritos, Hain Celestial, Garden of Eatin', JM Smucker, Miracle Gro, Milk-Bone, Mott's, Natural Balance, Nature's Recipe, Pillsbury, Snapple, Terra Chips, 9 Lives and others). Previously at CBX in 2013.

Diadeis/SGS North America – 2017 to 2018

Packaging Designer

Freelance CPG packaging, adaptive and production design. Line extensions, rehabilitation design updates and mechanical builds on consumer food and home care product lines (Colgate/Palmolive, Pinnacle Foods, Duncan Hines, Vlasic, Bird's Eye and others) and Bare Escentuals/Bare Minerals cosmetics lines.

Siegel+Gale – 2015 to 2017

Senior Production Designer

Design, ideation, brand management, brand implementation and brand governance. Work includes creation of brand guidelines, logo extensions/overviews, design systems, color testing, production design and web UI optimization (American Express, Birchbox, Blue Apron, ConnectiveRX, CVS Health, DXC, Guardian Life, HPE, Radial (Ebay), SAP, Synovus, Wyndham Hotels & Resorts, Verizon, YMCA and others).

Rouge 24, Inc. – 2015

Packaging Designer

Freelance packaging design, print design and brand development (Sam's Club, Walmart, Hyatt, Faberware, Iams, GE, Cartoon Network and others).

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 Creative Suite and Microsoft Office.

Proficient: 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.

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