

# Aaron Brashear | Designer | Creator | Collaborator

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Creative thinker & solution provider. Print & packaging designer. Brand development & implementation. Project management & team development.

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## Current Employment:

### Aaron Brashear Design

#### Freelance design, brand development and brand implementation

Print and packaging design, brand development, implementation and production. Experience includes project management and guidelines creation. Current clients include design firms CBX, Diadeis and Pearlfisher.

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

#### Adjunct Professor

Instruction in communication design, print design and packaging design.

### Diadeis/sgsco – 2017 to Present

#### Senior Packaging Designer

On-site freelance senior packaging designer for skincare/cosmetics brands bareMinerals and Laura Mercier. Work includes packaging, adaptive and production design, implementation and project management. Previous production work for Diadeis on consumer food and home care product lines (Bird's Eye, Colgate Palmolive, Duncan Hines, Pinnacle Foods and others).

### Fashion Institute of Technology, Packaging Department– 2019 to Present

#### Adjunct Instructor

Instruction in packaging pre-production, mechanical production, implementation and industry best practices.

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### CBX – 2013, 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 Botanica, 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).

### 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

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### 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.

### Related links:

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