



aaron gumucio

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CAREER SUMMARY

Graphic Designer with over 7 years of experience. Versatile, driven leader with team and project management experience ranging from print pieces to web, apps, packaging, store design, video and product photography. Ability to oversee and manage individuals, licensed goods, and international projects while ensuring timely completion of deadlines all while remaining on or under budget.

EMPLOYMENT HISTORY

Senior Interactive Marketing Designer for FireFan / United Games *April 2017 – Present*

- Leads teams to create targeted marketing strategies, marketing and promo materials, in-game advertising, web & social media marketing campaigns, website graphics and database tools for game users.
- Designs graphics for FireFan and app development company United Games.
- Leads collaborations to create promo videos, in-game graphic elements and ad campaigns.
- Analyzes SEO analytics data to determine targets for each campaign and measure results.

Graphic Designer, Photographer, & Videographer for Del Sol Color Change *February 2014 – April 2017*

- Lead teams to design product packaging, marketing materials, web campaigns, website graphics, magazine articles, product catalogs, store graphics and more for over 100 Del Sol stores worldwide.
- Designed graphics for licensed product partners: Star Wars, Marvel, and Disney.
- Photographer and videographer for products, promo videos, and social media.

Founder of AG Design & Mobile Repair *January 2016 – Present*

- Leads brand consulting solution sessions to help businesses fine tune and execute short and long term initiatives.
- Offers intuitive catalog layout solutions that are able to be managed and paginated with editable spreadsheets.
- Conceptualizes, wireframes, builds and manages Content Management Systems and other websites.
- Certified iTech offering repair for smart phones, tablets and other mobile devices.

Pre-Press Creative, Graphic & Web Designer for Transcript-Bulletin Publishing *January 2010 – February 2014*

- Expert understanding of print, web and the user experience. Including 4 color printing, website design and more.

SKILLS & TRAINING

Leadership, Communication, & Multi-tasking

- Works with team to ensure that projects meet deadlines, match the look and feel of the brand, and communicate clearly and effectively while staying on trend with the current market.
- Expert experience with multi-tasking, brainstorming and creates quality designs with or without supervision.

Branding & Print

- Leads extensive brand evaluations including creation of key words, mission/positioning statements, style guides, brand books, business systems, and target market strategies.
- Works with team to create designs for product packaging, store graphics, exhibition graphics, exterior signage, print pieces, digital advertising and more with expert understanding of 4 color process, pantone colors, and cut paths.

Web & Interface Design

- Conceptualizes and launches responsive website designs using Adobe Creative Suite, text editors, CSS, HTML, JavaScript, jQuery, PHP, Flash, Content Management Systems and other related technologies.
- Experience with search engine optimization, analytics reports, user experience and navigational design.

Photo & Video

- Experienced digital photographer with complete grasp of raw imaging, large format photography, product photography, professional lighting, event photography and more.
- Extensive knowledge of High Definition videography including film, stop motion, lighting, editing, and production techniques. Proficient use of Adobe Premier, Photoshop, Dragonframe and After Effects.

EDUCATION

Bachelor of Fine Arts, Graphic Design Emphasis *Aug. 2005 - May 2010*

- Utah State University
- Honor Student. Graduated Cum Laude. (3.72 cumulative GPA)