

Aaron Spangenberg

Art Direction | Front-End Design | Motion Graphics | Digital Illustration

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SKILLS:

Screen Design, Digital Marketing, Direct Mail, Out-Of-Home Advertising, Branding, Illustration, Concept Development, Storyboarding, Three-Dimensional Rendering, Interaction Design, Wireframing, Responsive Mobile UI Design, Email Marketing, Motion Graphics, Photo Retouching, Event Graphics

PROFESSIONAL EXPERIENCE:

Epsilon | Southfield, MI

Senior Art Director | 2014-Present

- Design national direct mail campaigns for global automotive OEMs
- Develop wireframes and mobile-centric screen designs for responsive email marketing campaigns
- Mentor team in new technology, best practices, and process flow allowing for increased efficiencies

Minacs Marketing Solutions | Farmington Hills, MI

Interactive Art Director | 2011-2014

- Designed data-driven email and direct mail marketing campaigns for global automotive OEMs
- Collaborated in applying UX best practices toward designing email, landing page, and web apps
- Produced and directed motion graphics, video communications, and screencasts
- Coordinated deliverables between remote project teams at a national level
- Led process development for coding and testing responsive email template library, resulting in improved production workflow and reduced lead time

Jackson-Dawson Communications | Allen Park, MI

Web Designer | 2010-2011

- Developed desktop and mobile web content from concept to final code implementation
- Collaborated in building processes for cross-browser code review and testing

Kaboom! Marketing | Brighton, MI

Graphic Designer | 2009-2012

- Designed direct mail, retail kiosk, and out-of-home advertising for clients in the dental, real estate, automotive, and insurance industries
- Developed web content and email blasts

AMPM, Inc. | Midland, MI

Graphic Designer | 2004-2008

- Created print collateral, direct mail, sell sheets, exhibit graphics, technical illustrations, and point-of-sale marketing materials for clients in the solar, photovoltaic, and electrical industries
- Produced 3D renderings of conceptual trade show event graphics to facilitate logistics and buy-in
- Implemented HTML/CSS code review and cross-platform development standards for web offerings
- Leveraged digital illustration to increase value to clients and reduce studio dependence on stock assets
- Introduced motion graphics to studio portfolio, allowing for a more compelling sales offering to new clients

Freelance

Art Director | 2003-Present

- Built websites using hand-coded HTML, Bootstrap, HTML5 Boilerplate, and Wordpress
- Designed brochures, sell sheets, direct mail, and other print collateral
- Storyboarded and produced video presentations, slide decks, and motion graphics

EDUCATION:

Central Michigan University: Mt. Pleasant, MI

Graduated 2003

Bachelor of Applied Arts - Graphic Design

Minor - Photojournalism

SOFTWARE EXPERTISE:

Adobe Creative Cloud:

Photoshop
Acrobat
Illustrator
InDesign
Dreamweaver
After Effects
Adobe XD
Lightroom

Web/CMS:

HTML/CSS
HTML5 Boilerplate
Bootstrap
Wordpress
Litmus
MailChimp
Codeanywhere
Sublime Text

Productivity:

Office 365
Balsamiq
Sketch
Camtasia
Basecamp
Slack