**Ariele Aaron**

Portfolio: behance.net/ariele12 | Website: ariele-designs.teachable.com

Social Media: Instagram.com/ariele\_designs | Facebook.com/arieledesigns

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### Summary

**Graphics Design Professional** **and Artist** with proven experience managing the design process from creative conceptualization and technical design skills to the final delivery. Veteran of the US Navy with a strong aesthetic eye for design and expertise in Adobe Creative Suite, Microsoft Office, Affinity Designer, Procreate, and several software programs. Experience in the following areas:

|  |  |  |
| --- | --- | --- |
| * Layout Design * SquareSpace | * Adobe Premiere * E-Commerce | * After Effects * Video editing |
| * Web Design (CSS, HTML) | * MS Office | * MailChimp |
| * Adobe Creative Cloud | * Social Media Marketing | * Digital Art |
| * Photoshop, Illustrator, Indesign | * Government Clearance | * PowerPoint |
| * WordPress | * CRM | * User Experience UI/UX |

# Professional Experience

**Ariele Designs** **(North Carolina**) **2017–2020**

## Ariele Designs is an illustration and graphic design brand based in North Carolina. Ariele's artwork is most known for its vibrant color, expressive brush lettering, and combines hand-painted watercolor with digital media. Company offers watercolor courses both online and in-person as well as experienced brand design, specializing in creating custom brand identities.

## Graphics Design Specialist, Watercolor Art Instructor and Artist in Residence

Work with clients and students on graphic design needs as well as instruction of watercolor and fine art techniques.

* Specialized in the production of over 200 graphic designs including logos, flyers, brochures, magazines, book bindings, and various other layout designs.
* Responsible for the creative development of brand architecture for over 15 businesses taking their vision into actual concept and then into final visual design.
* Developed and managed business teaching creative onsite/online workshops to community members domestically and abroad.
* Provide brand design expertise with clients from a variety of industries including education, beauty, health, and restaurants. and retail.
* Design and branding work for Apothecary brand/holistic brand logo for products.
* Branding for beauty industry – designed marketing materials, brand imaging.
* Creation of event flyers for local artists to support their business.
* Logo development for STEM for a school age program.
* Real estate flyers and business card development for clients to help them drive business.
* Design of book cover for non-fiction book published on Amazon.
* Artwork currently being featured weekly by Chabad of Cary.

**Chayal el Chayal, (Jerusalem, Israel) 2016–2017**

## Chayal el Chayal is a non-profit organization providing relief to soldiers who are away from their homes.

## Senior Graphic Designer

Collaborated on assigned projects taking print production from verbal concept to physical product while customizing designs based on needs, feedback, and unforeseen obstacles.

* Acted as customer-facing contact and providing exceptional customer support to assigned clients.
* Increased job efficiency 10% through strong data analysis, communicating effectively with clients, analyzing targets, and developing timelines to meet expectations.
* Responsible for the creative development and layout design of 3-5 flyers weekly aimed at reaching out to Lone Soldier Community and drive engagement.
* Revamped and redesigned annual calendar and brand identity focused on modern design to help drive fundraising efforts to support non-profit
* Created marketing materials for annual fundraising event which raised over $200,000.
* Increased social media presence and following by 46% by engaging heavier in platforms with a consistent approach tied to the organization’s brand.
* Designed wireframe and UI/UX templates to back-end developers for company’s website.
* Edited over 100 hours of video production using Adobe After Effects, and various video software programs.

**American Capital Home Loans, (Escondido, CA) 2015**

## The largest privately held national mortgage banker/broker in the country with over 450 retail locations nationwide.

## Marketing Assistant/Graphic Designer

Designed and produced multiple forms of marketing materials including calendars, flyers, web pages, banners, posters, and more.

* Coded over 20 email templates using HTML and CSS, and MailChimp email campaigns to drive sales within the organization.
* Content manager for CRM with 200+ clients in support of marketing and customer relations efforts.

**United States Navy, (San Diego, CA) 2007–2011**

## The United States Navy (USN) is the [maritime](https://en.wikipedia.org/wiki/Naval_warfare) [service branch](https://en.wikipedia.org/wiki/Military_branch) of the [United States Armed Forces](https://en.wikipedia.org/wiki/United_States_Armed_Forces) and one of the eight [uniformed services of the United States](https://en.wikipedia.org/wiki/Uniformed_services_of_the_United_States). With 336,978 personnel on [active duty](https://en.wikipedia.org/wiki/Active_duty) and 101,583 in the [Ready Reserve](https://en.wikipedia.org/wiki/Ready_Reserve), the U.S. Navy is the third largest of the U.S. military service branches in terms of personnel.

## Senior Operations Specialist

* U.S. government secret security clearance; responsible for managing classified and secret material on a daily basis
* Specially screened and selected out of thousands of Sailors to work for the Admiral of Command Carrier Strike Group Eleven
* Supervised incoming air contacts within a certain vicinity of the USS Nimitz
* Eight month deployment to South Pacific and Middle East to provide air support to ground troops
* Maintained Combat Information Center (CIC) tactical and strategic information, and made recommendations to supervisors during watch situations.

### Education

**Bachelor of Applied Science, Media Arts - Web Design**, 2015 – Platt College (San Diego, CA)

**Associate of Applied Science, Graphic Design**, 2014 - Platt College (San Diego, CA)

### awards

Featured #1 out of top 10 student designs for Platt College February 2015  
Featured Design of the Day Platt College January 2014  
2nd Place Abstract Art, San Diego County Fair 2014

Junior Sailor of the Year 2010  
Navy and Marine Corps Achievement Medal  
Navy Good Conduct Medal and National Defense Service Medal  
Global War on Terrorism Expeditionary Medal and Terrorism Service Medal  
Sea Service Deployment and Pistol Marksman Ribbons  
Enlisted Surface Warfare and Aviation Warfare Specialist Breast Insignias

(4) Flag Letters of Commendation  
Scored in top 10% for advanced promotion to E-5  
Awarded full acceptance to SDSU's Sailor to Student Program