



# Aaron J. Washington

Graphic Designer • <https://aaronjwashington.com>

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## EXPERIENCE



### Freelance Designer of Retail Creative

Marvel Entertainment • March 2022 – Present • NYC (Remote)

Brainstorming, designing, and finalizing creative styleguide assets that are distributed to major retailers nationwide for the production of Marvel Entertainment™ apparel and merchandise.



### Director of Art and Product Design

Inspire Apparel • June 2021 – Present • NYC (Remote)

Leading the creative direction of all softline and hardline products by implementing critical thinking and strong communication skills to develop designs that are visually captivating and convey bold messages of inspiration and encouragement, thus embodying the entire mission of the brand within its products.



LOOTCRATE

### Design Manager

Loot Crate • January 2020 – September 2020 • Los Angeles, CA (Remote)

Supervised, directed, and contributed to all aspects of creative development for softline apparel, hardline collectibles, product packaging, and digital advertising (web and social media), all while enforcing the brand standards of major pop culture licenses, including Marvel Entertainment™, DC Entertainment™, and Walt Disney Animation Studios™.

Led a team of two associate designers through creative reviews, technical demonstrations, and personal connections with a focus on positive energy and servant leadership, thus encouraging an uplifting team culture in a fast-paced, high-demand work environment.



### Freelance Key Art Designer

Various Indie Film Clients • February 2018 – Present • Multiple US Locations (Remote)

Crafting original key art through photo retouching, light painting, masking, color correction, and title design for film posters and social media promotions produced by multiple indie film clients across the country, including Arch Films, Rousseau Films, and Savage Beast Films.



### Creative Coordinator

Ashley HomeStore (DSG) • November 2017 – April 2019 • Memphis, TN

Produced vast amounts of visual content across multiple marketing mediums, including social media, TV broadcasting, outdoor media, and printed store signage, through creative pitching and collaborative teamwork to increase sales in 100 retail stores across the southeast.

Rejuvenated the entire email marketing strategy by implementing new customer journeys with multiple click points, targeted call-to-actions, and more engaging visual graphics like animated GIFs, which resulted in 20% higher open rates and 27% higher click rates.

## EDUCATION

### Master of Fine Arts in Advertising

Academy of Art University • Expected Graduation May 2025

Graduate Scholarship Award

### Bachelor of Arts in Graphic Design

Freed-Hardeman University • Graduated Dec. 2016

3.95 GPA • Summa Cum Laude • Alpha Chi • Honors College

## SKILLS

### Software & Design

Photoshop • Illustrator • InDesign • Adobe XD • Acrobat DC  
Premiere Pro • After Effects • Media Encoder • Audition • MS Office

Brand Identity • Print Design • Product Design • Illustration • Sketching  
Photography • Video Editing • Motion Graphics • Boom Operation  
UI/UX Design • Web Design • HTML • CSS • JavaScript • jQuery

### Leadership & Communication

Positive Attitude • Creative Direction • Brainstorming • Problem Solving  
Critical Thinking • Integrity • Open-mindedness • Team-focused  
Project Management • Attention to Detail • Time Management

Writing • Spelling & Grammar • Public Speaking • Teaching