

AARON SIMPSON

VISUAL DESIGNER

(770)-680-8112

aaronpsimpson99@gmail.com

simpson-designs.com

linkedin.com/in/aaron-simpson



SOFTWARE

Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Adobe XD
Figma
Canva
WordPress
Elementor
Webflow

SKILLS

Typography
Layout and Composition
Print Media
Packaging Design
Social Media Design
Digital Illustration
Publication Design
Web and Mobile Design
UX/UI Design
Creative Advertising Design

EDUCATION

BFA IN GRAPHIC COMMUNICATIONS
MINOR IN MARKETING
KENNESAW STATE UNIVERSITY
2018-2022

EXPERIENCE

✘ DIGITAL DESIGN AND DEVELOPMENT INTERN

LIGHTHOUSE MARKETING | MARCH 2021 – AUGUST 2021

- Redesigned a website for a non-profit organization, Well Dunn. Responsibilities included prototyping, designing wireframes, and executing those designs in WordPress with Elementor.
- Well Dunn grew a stronger digital presence and now has a better reach of the target audience of young college students.
- Established a stronger brand and visual image for Well Dunn.

✘ GRAPHIC DESIGN INTERN

INTEGRITY RESOURCE SOLUTIONS | JAN 2020 – MAY 2020

- Created logos, publications, and illustrations. Worked with marketing team to improve clients' visual communications.
- Improve clients' communication to the consumer and increase efficiency.

✘ FREELANCE DESIGNER

AUGUST 2019 – PRESENT

Past clients: Marietta Roofing Company, Honest Fox Media. etc.

- Marietta Roofing Project: Logo and t-shirt design submitted early and completed under budget. Strengthen the brand and visual communication.
- Honest Fox: Create posts for clients and create engagement with the audiences to increase brand awareness .

✘ WAREHOUSE ASSOCIATE

JAN 2018 – PRESENT

- This is where I worked through college where I was responsible for manufacturing equipment for bodyshops. This equipment included spray-gun cleaners, recyclers, and flash-dry systems. I was also responsible for managing incoming materials and outgoing products.

VOLUNTEER

✘ SOCIAL MEDIA DESIGNER

YOUNGLIFE

- Manage and design social media posts and advertise events to high school students. Grew accounts to 100+ followers and 20+ attendees at events

✘ GRAPHICS TEAM MEMBER

MILK CHUGGING LEAGUE

- Design posts for the MCL social media account and advertise to Kennesaw State's college campus. Grew the account to 4500 followers and 1000 participants at events. Created more engagement with the audience.