CONTACT

PHONE: (248) 798-7512

EMAIL: aaron.m.coney@gmail.com

PORTFOLIO: https://aaronconey.com

https://linkedin.com/in/aaronconey

https://instagram.com/aaron.coney

https://facebook.com/aaronconey

https://twitter.com/aaronconey

https://youtube.com/aaronconey

EDUCATION

Bachelor of Business Administration

WESTERN MICHIGAN UNIVERSITY

2006 – 2012 | Kalamazoo, MI

ADVERTISING & PROMOTION

Haworth College of Business

GRAPHIC & PRINTING SCIENCE

College of Engineering and Applied Sciences

SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Keynote
- PowerPoint
- Final Cut Pro
- Web Design
- WordPress
- HTML

EXPERIENCE

FREELANCE DESIGNER (SELF-EMPLOYED) | HUSTLE MATTERS

January 2008 – Present | Los Angeles, CA

From Fortune500 companies to budding startups, SAG-AFTRA actors, and platinum-selling recording artists — my mission is help my clients / partners navigate an ever-changing media environment with compelling content and high-quality creative that connects with audiences no matter what channel it lives on.

- Create marketing collateral across print and digital, including but not limited to logos and branding, posters / flyers, packaging design, web media, banner ads, video, high-impact presentations and more
- Develop brand identity – logo, tagline, campaign themes, etc.
- Understand client brands and generate fresh ideas while adhering to brand integrity and guidelines
- Develop relevant social media content deliverables to transform brand visitors into brand advocates

PRESENTATION DESIGNER (CONTRACT) | THE WALT DISNEY COMPANY

May 2021 – July 2021 | Glendale, CA (Remote)

October 2019 – January 2021 | Glendale, CA

- Upheld brand standards while creating effective, dynamic and well-thought-out internal and external presentations to support the company in a variety of consumer products and interactive media
  - Clients: **Lucasfilm, 20th Century Studios, ESPN, National Geographic**
- Worked with Design Manager to take text and make it memorable in sharing brand initiatives and product concepts
- Edited, processed, and delivered photos to appropriate teams with speed and efficiency
- Worked efficiently and accurately through a large volume of projects on a daily basis while meeting tight deadlines in a fast-paced environment

PRESENTATION DESIGNER (FREELANCE) | MATTEL

February 2021 | El Segundo, CA

- Create broadcast quality presentations for internal and Global Broadcasting initiatives
- Uphold brand standards while creating effective and visually appealing presentations
- Work directly with Manager of AV & Global Broadcasting

PRESENTATION DESIGNER (CONTRACT) | FOX STUDIOS

October 2019 | Beverly Hills, CA

- Created branded presentations to support each respective television series' for internal use
  - ***9-1-1: Lone Star, Outmatched, LEGO Masters***
- Worked with Design Manager to turn series one-sheets into branded presentations for internal use

ART DIRECTOR | DASH RADIO

July 2018 – March 2019 | Hollywood, CA

Dash Radio is a digital radio broadcasting platform consisting of over 80 stations, 24/7 live DJs and personalities, no commercials, and at zero cost to users. Targeting the $18 billion a year broadcast industry, Dash is the biggest all original digital broadcast network in the world.

- Lead graphic design / production artwork and updates to support a variety of project assignments including: high-impact presentations, digital and print collateral, logo identities, and apparel merchandise
- Developed design theme across social media platforms and created content deliverables within the space, helping to grow @dashradio's Instagram past 150k followers
- Organized and maintained digital photography and graphic elements
- Worked efficiently through a wide variety of projects on a daily basis prioritizing workload and meeting tight deadlines in a fast-paced environment

GRAPHIC DESIGNER | MOBILECAUSE

July 2016 – August 2017 | Calabasas, CA

MobileCause provides mobile and online fundraising solutions for a new generation of donors with end-to-end digital fundraising software that is easy, fast, flexible and built exclusively for nonprofits.

- Collaborated with Creative Director for a company rebrand including a complete re-design of the website, and all presentations and marketing material, securing $15M in funding
- Lead graphic design / production artwork and updates to support a variety of project assignments including: print collateral, large-format print, web (sites and social), PowerPoint presentations, etc.
- Provided a high level of graphic design for branding, ads (print and web), brochures, and various other print and digital collateral; followed and built upon brand identity standards
- Used the Adobe Creative Suite to edit/create digital images and vector artwork to be used in print and on screen
- Used MS Word and PowerPoint to edit/create internal corporate-branded marketing tools
- Assisted in the color correction, retouching and manipulation of digital imagery
- Built, maintained, and released digital files for print, multi-media and online usage
- Worked efficiently and accurately through a large volume of projects on a daily basis

PRODUCER / GRAPHIC DESIGNER | LIVIDEO

May 2015 – September 2016 | Hollywood, CA

The LiVideo App allowed celebrities to broadcast live, giving unprecedented and exclusive personal access to their lives. Through the app, celebrities shared original and curated content, photos and interacted with their fans in their chat room along with much more.

- Collaborated with team to create and build experiences that resonated with our users
- Monitored broadcaster / celebrity insights and facilitated a close working relationship between them and LiVideo
- Brainstorm and assisted in content creation for broadcasters
- Created digital and print promotional material, as well as high-impact presentations
- Developed design theme / branding elements

GRAPHIC DESIGNER (CONTRACT) | SKEE TV

February 2015 – March 2016 | Hollywood, CA

Hosted and curated by award-winning DJ, producer, digital media pioneer and entrepreneur DJ Skee, SKEE TV provides a peek into the world of Verge Culture at the intersection of music, sports, fashion, tech and style.

- Created both digital and print promotional material, logo identities, high-impact presentations, and apparel
- Developed design theme and branding elements across social media platforms
- Designed thumbnails and end cards for YouTube channel with 400k subscribers
- Worked efficiently through a large volume of projects on a daily basis

GRAPHIC DESIGNER (CONTRACT) | FOX SPORTS

September 2013 – August 2014 | Beverly Hills, CA

- Created high-impact Apple Keynote and PowerPoint presentations
- Designed marketing material such as one-sheets, e-blasts and digital event flyers
- Organized and maintained digital photography and graphic elements
- Maintained digital files and ensured all projects were properly archived

GRAPHIC DESIGN INTERN | WESTERN MICHIGAN UNIVERSITY

January 2013 – April 2013 | Kalamazoo, MI (Promoted)

April 2008 – December 2012 | Kalamazoo, MI

- Organized and managed all faculty head-shot photos as a part of the new Content Management System
- Selected the best shots, color-corrected / retouched, and sized them to meet the new web guidelines
- Gained hands on knowledge in printmaking and public relations while working closely with the design team
- Used problem-solving and decision-making skills to organize and manage a photography database containing over 40,000 photos, reducing error and increasing productivity, in addition to weekly news release management.
- Client-focused design projects ranging from photo editing and design work, to gallery exhibit installation
  - Designed the *WMU Phone Directory* (12,500 copies made and distributed), *Student Codebook*, and *Financial Report* cover art
  - Designed WMU Graduate College Brochure (3,500 copies made and distributed)
  - WMU *Finals Finish* logo & T-Shirt design
- Event coordinated for Western's *Finals Finish* and *Homecoming Campus Classic Race*