



AARON KRUEGER

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As a Creative Lead, I have the unique perspective of having both degrees in Design and Biology. This has given me the foundations for my right-brain, left-brain approach to developing on-point, detailed oriented, attention-grabbing solutions that will elevate the team's creative work, and position your marketing and advertising initiatives in a unique and competitive light.

PROFESSIONAL STRENGTHS

- Art direction
- Creative strategy
- Conceptual thinking
- Holistic management approach
- Brand strategy and identity
- Collaborative mentality
- Pitching strategy and ideas
- Team building and mentoring
- Writing creative briefs
- Photoshoot art direction

SKILL-SETS

- B2B marketing and advertising
 - B2C marketing and advertising
 - Print and digital design execution
 - Mac and PC platforms
 - Photoshop 2018
 - Illustrator 2018
 - InDesign 2018
 - Muse 2018
 - Acrobat
 - PowerPoint
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EXPERIENCE

2014 - 2017

Creative Lead

[HP Design, Chicago, Illinois](#)

- Led rebranding initiatives for the agency's largest account, Zebra Technologies, by establishing the initial visual brand and overseeing the continued development
 - Oversaw the creation of marketing collateral, ads, infographics, digital marketing, photograph and illustration styles, the design of a 500+ icon library, and both the icon and brand style guidelines
- Established project scopes through creative briefs and oversaw a team of Art Directors, Copywriters, Developers and freelancers to execute client initiatives through strategically grounded design and copy
- Developed a new positioning statement and brand for the agency to highlight the company as a full-service and strategically agile creative partner

2013 - 2014

Freelance Senior Art Director

[Humana Digital Group, Point B Communications, Studio V, Chicago, Illinois](#)

- Partnered with several agencies and in-house creative teams to develop and deliver integrated marketing and advertising solutions through left-brain, right-brain conceptual thinking and design execution
- Supported all external business needs across Humana by designing responsive visual UIs for desktop, tablet and mobile member and retail portal sites, and Apps

2012 - 2013

Art Director

[The MX Group, Burr Ridge, Illinois](#)

- Led the conceptual development and design of an integrated campaign for GE
 - Designed a product landing page, a direct mail series that pushed the intended audience to the landing page and banner stands that continued the campaign's momentum while directing foot traffic to GE's booth
- Fostered the growth and development of Art Directors/Designers by directing their efforts to integrate strategic insight with creative execution



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EXPERIENCE

2007 - 2012

Art Director

Brainmerge Creative, Chicago, Illinois

- Directed the concept, design and development of several pharmacy product microsites that promoted a greater awareness of key benefits through a stronger and more engaging user experience
- Evaluated and developed the new direction of a home healthcare brand which conveyed the patient’s perspective of care; resulting in a stronger, more engaging personal connection between the consumer and the healthcare brand

2005 - 2007

Art Director

Hu-Friedy, Mfg., Chicago, Illinois

- Developed and articulated strategic and creative direction that strengthened brand initiatives and won awards in “Brochure and Direct Mail Design” categories from *Graphic Design USA* (2007); and “Ad Design” category from *RDH Magazine* (2007)
- Identified the opportunity to support the sales growth of a new product launch by introducing digital design to marketing, and overseeing the development, design and coding of a new microsite

1998 - 2005

Senior Graphic Designer

Morgan Stanley, Oakbrook Terrace, Illinois

- Developed overall strategy and creative design that communicated the company’s brand strategy and aligned company objectives
- Art directed and supervised external talent resources by maintaining on-track strategic direction and design that adhered to brand standards, timelines, and budgets
- Drove the efforts of several top-tier financial adviser brand initiatives through client-engaging communication and creative proposals

CLIENT LIST



EDUCATION

A.A.S. Visual Communications

Ivy Tech
South Bend, IN

B.S. Biology

University of Notre Dame
Notre Dame, IN

AWARDS

- 2010 11th Annual e-Healthcare Leadership Awards
- 2007 *Graphic Design USA*, Brochure Design
- 2007 *Graphic Design USA*, Direct Mail Design
- 2007 *RDH* dental magazine, Ad Design