



AARON KRUEGER

PORTFOLIO 2acreative.com

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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

2017 - present **Freelance Creative Director**
2a Creative, Chicago, Illinois

- Developed the new brand strategy for a pharmacy technology client specializing in automation solutions for large healthcare organizations
 - This included establishing the core visual assets across the brand, a brand style guide, primary and secondary color palettes, fonts, the overall design aesthetic for their print and digital advertisements, websites and landing pages, and the design of their core marketing assets

2014 - 2017 **Creative Director**
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



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EXPERIENCE

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

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

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