



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 2020
- Illustrator 2020
- InDesign 2020
- Acrobat
- PowerPoint

EXPERIENCE

2019 - present **Creative Director**
Elite Communications, Northbrook, Illinois

- Developed the new visual brand for "sigmaSTRONG" — one of Abbott's largest initiatives in their new Life Changing Technology brand
 - Concepted and created the key visual as well as establish the overall color palette and design
 - Directed my team of Designers, Art Directors, Writers and Illustrators to execute the sigmaSTRONG brand through my and the client's vision
- Expanded the agency's client-reach by streamlining the design team's process and elevating the agency's work to clearly communicate sound strategy and conceptual thought
 - Further enhanced the Elite story by developing the "Tell your story with heart" concept in order to convey the emotion behind the agency's brand development process

2017 - 2019 **Freelance Creative Director**
2a Creative, Chicago, Illinois

- Developed the new visual brand for ARxIUM, a pharmacy technology client specializing in automation solutions for large healthcare organizations
 - This was accomplished through strategic and conceptual brand execution; reinforcing the client's customized approach to solving pharmacy automation problems
 - The concept was carried across the entire brand to include the style guide, print and digital advertisements, the corporate website, an icon library and sales-enabling marketing materials

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



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EXPERIENCE

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

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

CLIENT LIST



VOLUNTEER EXPERIENCE

Taproot Foundation

2008 - 2011 Art Director/Designer

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

EDUCATION

A.A.S. Visual Communications

Ivy Tech
South Bend, IN

B.S. Biology

University of Notre Dame
Notre Dame, IN