

AARON KRUEGER

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MOBILE 773-972-2658

SUMMARY

Dedicated and passionate creative professional specializing in strategic development, creative concepting, and high-quality design execution with a keen desire to remain hands-on in design and concepting. Known for distilling complex problems into strategically sound, eye-catching solutions that tell a unique and compelling story. A driven professional committed to bringing creativity and innovation to every project, ensuring impactful storytelling and brand differentiation.

SKILLS

- Creative Strategy
- Creative Problem-Solving
- Concept Development
- High-Quality Design Execution
- Brand Development
- Print, Web, Digital, Video
- Social Media and Advertising Campaigns
- Marketing Communications
- Cross-Functional Collaboration
- Leading and Mentoring Teams
- Brief Writing
- Adobe Creative Suite

EXPERIENCE

04/2023 - Present

Freelance Art Director

Safer Sacramento, Studio North, ARxIUM

- Concepted and executed an award-winning fentanyl awareness social impact campaign, reaching 559,800 people with 412,000 impressions, 32,000 engagements, and an overall engagement rate of 7.8%. Achieved a remarkable 1200% increase in the client's social media audience.
- Rebranded a pharmaceutical tech company, introducing a new design system to effectively communicate their adaptable solutions. Executed the rebrand across all product identities, marketing initiatives, advertising efforts, event spaces, and signage. Developed an icon library and Style Guide to maintain brand consistency.

08/2021 - 04/2023

Creative Lead

OpenText, Remote

- Led a successful co-branded digital advertising and social media campaign with Allstate Identity Protection for a new product launch. Directed a multidisciplinary team of Designers, Copywriters, and UX Designers from initial information gathering through concepting and design execution. Contributed hands-on design expertise, resulting in a highly effective campaign.
- Co-directed the comprehensive rebranding of OpenText's cybersecurity business unit, implementing a new design system. Unified the product suite and aligned the business unit with the OpenText brand, elevating the visual identity of the business unit.
- Drove the creative direction for a new collateral template system, ensuring brand consistency across various materials and significantly reducing design execution time.
- Established a more effective and efficient creative ideation process. Categorized and distilled marketing brief information into actionable phrases and emotional words, forging a stronger connection between creative ideas and overarching business objectives.

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EXPERIENCE Continued

02/2019 - 08/2021 **Creative Lead**

Elite Communications, Northbrook, IL Remote

- Led the conceptualization, design, and execution of the brand for Abbott's new assay product, sigma STRONG, spanning print, digital, and video assets. The resulting work became a benchmark example in Abbott's brand guidelines.
- Directed the design team's efforts and, employing a hands-on design approach, successfully expanded the agency's business into new realms, particularly focusing on product brand development and advertising.

02/2014 - 11/2017 **Creative Lead**

Handelan-Pedersen Design, Chicago, IL Hybrid

- Drove rebranding efforts for the agency's flagship account, Zebra Technologies. Established a cohesive visual identity and seamlessly executed it across diverse channels, including marketing collateral, print and digital ads, infographics, a comprehensive 500+ icon library, and detailed brand style guidelines.
- Crafted a new identity and messaging for the agency, strategically positioning it as a versatile and responsive full-service creative partner.

08/2012 - 10/2013 **Art Director**

The MX Group, Burr Ridge, Illinois

- Concepted, designed, and executed an integrated product campaign for GE, featuring a direct mail series, a landing page, and event signage for a technology conference unveiling GE's innovative water treatment product.
- Fostered the growth and development of Designers by directing their efforts toward becoming more effective problem-solvers. Integrated strategic insight with creative execution to enhance their skills and capabilities.

09/2007 - 08/2012 **Art Director**

Brainmerge Creative, Chicago, Illinois

- Concepted, designed, and developed a series of pharmacy product microsites to enhance awareness of key benefits through a more engaging user experience.
- Evaluated and crafted a new visual direction for a home healthcare brand, leading to a strengthened and more engaging personal connection between patients and the brand.

VOLUNTEER EXPERIENCE

Taproot Foundation

2008 - 2011 Art Director/Designer

HONORS AND AWARDS

- 2023 8th Annual Shorty Impact Awards, Silver, Bronze and Audience Honors
- 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