

Aaron J Soto

GRAPHIC DESIGNER

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ABOUT

Throughout my career, I have been described as passionate, optimistic and forward-thinking. All attributes that I hope to carry with me forever and inspire in my colleagues. My dedication to design in all its forms, lead me to unique, envelope-pushing, and sustainable ideas. The best designer is one who can communicate effectively and surpass the teams vision for what is achievable.

WORK EXPERIENCE

2021 - 2023 // SELF EMPLOYED at AARONJSOTODESIGN

Worked with various clients on filming, editing, creating motion graphics, and adjusting sound, sfx, and music, for videos viewed on social media and webpages. Types of videos include explainer videos, welcome videos, vlog-style city tours, tech comparison videos, and progress videos for shareholders. Notable clients include Seattle's Mortgage Broker, Respsshop.com, and GTIS Partners.

2019 - 2021 // GRAPHIC DESIGNER and MARKETING SPECIALIST at LEGEND BRANDS, INC.

Responsible for the development and implementation of social media graphics for company and distributor pages. Involves brainstorming, concepting and planning time-frames for posts. Deliverables include; static images/graphics, GIF animations, motion graphics and short videos. Social media platforms include Facebook, Instagram, Twitter, YouTube, and LinkedIn.

Participates in bi-weekly analysis of social media reach, engagement, stats, and trends. Discussed new viable platforms and features for future progression.

Create customer-facing designs for print and web. Includes flyers, signs, posters, magazine/newsletter ads, web headers, GIF animations, and motion graphics.

2013 - 2019 // GRAPHIC DESIGNER at RPE, INC.

Conceptualized, developed and managed design of consumer packaged goods for multiple national produce brands including Tasteful Selections, the number one brand in the petite potato category. Involved branding, working with dielines, meeting/conversations with print vendors, press checks, UPC creation and working with outside sources on nutrition panels.

Collaborated with my team to plan, execute and manage national consumer-focused campaigns for multiple brands. Campaign responsibilities included: photography/art directing photographers, logo creation, concept design, wire-framing, illustration, in-store advertising, social media advertising and branded stationery.

Managed and directed projects with team of off-site freelance photographers, videographers, visual designers and web designers. Ensured consistency of each project and communicated efficiently to see plans through.

Constructed large format print materials and small stationery for multiple produce expos/trade-shows including "PMA Fresh Summit" which is attended by over 1,000 exhibitors and close to 20,000 people.

Participated in development and implementation of complete brand overhaul for fastest-selling specialty potato brand in the country. Tasks included: establishment of brand archetype, identification of competitors, formation of brand voice, tagline, visual identity, logo, web and social media presence, design of brand guidelines, and marketing strategy.

Responsible for photography of new packaging, products, company events, employees, equipment and buildings in an effort to keep files up-to-date. Involved: researching and purchasing of new camera equipment, organizing freelance photo shoots, coordination and logistics of photo shoots, white balancing/color correcting/manipulating images, storing/naming/ordering digital files, and maintaining a consistent visual style.

EDUCATION

UNIVERSITY of WISCONSIN—STEVENS POINT

Bachelor of Fine Arts / Graphic Design

ONLINE

PORTFOLIO

aaronjsotodesign.com

LINKED IN

[linkedin.com/in/aaronjsoto](https://www.linkedin.com/in/aaronjsoto)

BEHANCE

[behance.net/aajaso](https://www.behance.net/aajaso)

SKILLS

- Creative direction
- Branding/Brand management
- Social media marketing & design
- Motion graphics
- Typesetting/editing
- Creation of web assets
- Project management
- Video Editing (sfx, music)
- Photography (portraits, events, products)
- Photo editing/retouching/ color correction/manipulation/compositing
- Traditional/digital illustration (Familiar using drawing tablets)
- Concept design/storyboarding
- Package design
- File management/digital library creation
- UI/UX design
- Campaign marketing
- Vendor/client relationships
- Efficient in both PC & Mac platforms
- Proficient in software such as;
Adobe CC (Photoshop, Illustrator, In Design, After Effects, Bridge, Lightroom, Media Encoder, Premiere, Animate, Audition, Spark)
Microsoft Office (Word, Outlook, Excel, PowerPoint)

REFERENCES

AVAILABLE UPON REQUEST