






# AARON CONEY

"Your reputation is your life's artwork."

## CONTACT

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## EDUCATION

Bachelor of Business Administration

**WESTERN MICHIGAN UNIVERSITY**

2006 – 2012 | Kalamazoo, MI

**ADVERTISING & PROMOTION**

Haworth College of Business

**GRAPHIC & PRINTING SCIENCE**

College of Engineering and Applied Sciences

## SKILLS

Adobe Photoshop	●●●●●●●●●●
Adobe Illustrator	●●●●●●●●●●
Adobe InDesign	●●●●●●●●●●
Keynote	●●●●●●●●●●
PowerPoint	●●●●●●●●●●
Final Cut Pro	●●●●●●●●●●
Web Design	●●●●●●●●●●
WordPress	●●●●●●●●●●
HTML	●●●●●●●●●●

## EXPERIENCE

### FREELANCE DESIGNER & BRAND CONSULTANT (SELF-EMPLOYED) | HUSTLE MATTERS

January 2008 – Present | Los Angeles, CA

A diversified media company ventured in creative development, brand consulting, and film/television production. I combine creativity, the ability to engage global audiences, and an innate ability to develop brands and projects through premium design and social strategy.

- Create executive-level presentations for a variety of initiatives
- Create promotional material for a diverse clientele including: TV/radio personalities, professional recording artists, athletes, and a variety of businesses of all sizes
- Develop brand identity – logo, tagline, campaign themes, etc.
- Generate fresh ideas while adhering to brand integrity and guidelines
- Social media marketing and management
- Organize celebrity appearances and opportunities to build brand equity and intellectual property

### VISUAL COMMUNICATIONS DESIGNER (FREELANCE) | PARAMOUNT / VIACOMCBS

March 2022 – June 2022 | Los Angeles, CA (Remote)

Driven by iconic consumer brands, its portfolio includes CBS, Showtime Networks, Paramount Pictures, Nickelodeon, MTV, Comedy Central, BET, Paramount+, Pluto TV and Simon & Schuster, among others. In addition to offering innovative streaming services and digital video products, ViacomCBS provides powerful capabilities in production, distribution and advertising solutions for partners on five continents.

- Upheld brand standards while creating effective internal / external presentations, newsletters / e-blasts, and more.
- Worked directly with the Director of Creative Services to support the company in a variety of marketing initiatives
- Worked efficiently and accurately through a large volume of projects on a daily basis while meeting tight deadlines in a fast-paced environment

### PRESENTATION DESIGNER (CONTRACT) | THE WALT DISNEY COMPANY

May 2021 – August 2021 | Glendale, CA (Remote)

October 2019 – January 2020 | Glendale, CA

Disney Parks, Experiences and Products brings the magic of Disney stories and franchises to life through theme parks, resorts, cruise ships, unique vacation experiences, consumer products and more around the world.

- Upheld brand standards while creating effective, dynamic and well-thought-out internal / external presentations to support the company in a variety of consumer products and interactive media
- CLIENTS: Lucasfilm, 20th Century Studios, ESPN, National Geographic
- Worked with Design Manager to take text and make it memorable in sharing brand initiatives and product concepts
- Edited, processed, and delivered photos to appropriate teams with speed and efficiency
- Worked efficiently and accurately through a large volume of projects on a daily basis while meeting tight deadlines in a fast-paced environment

### SENIOR GRAPHIC DESIGNER | DASH RADIO

July 2018 – March 2019 | Hollywood, CA

Dash Radio is a digital radio broadcasting platform consisting of over 80 stations, 24/7 live DJs and personalities, no commercials, and at zero cost to users. Targeting the \$18 billion a year broadcast industry, Dash is the biggest all original digital broadcast network in the world.

- Created executive presentations and investor decks, which helped raise an \$8.8 million seed round
- Lead graphic design / production artwork and updates to support a variety of project assignments including: high-impact presentations, digital and print collateral, logo identities, and apparel merchandise
- Developed design theme across social media platforms and created content deliverables within the space, helping to grow @dashradio's Instagram past 150k followers
- Organized and maintained digital photography and graphic elements
- Worked efficiently through a wide variety of projects on a daily basis prioritizing workload and meeting tight deadlines in a fast-paced environment

## GRAPHIC DESIGNER | [MOBILECAUSE](#)

July 2016 – August 2017 | Calabasas, CA

MobileCause provides mobile and online fundraising solutions for a new generation of donors with end-to-end digital fundraising software that is easy, fast, flexible and built exclusively for nonprofits.

- Collaborated with Creative Director for a company rebrand including a complete re-design of the website, and all presentations and marketing material, securing \$15M in Series B funding
- Lead graphic design / production artwork and updates to support a variety of project assignments including: print collateral, large-format print, web (sites and social), PowerPoint presentations, etc.
- Provided a high level of graphic design for branding, ads (print and web), brochures, and various other print and digital collateral; followed and built upon brand identity standards
- Used the Adobe Creative Suite to edit/create digital images and vector artwork to be used in print and on screen
- Used MS Word and PowerPoint to edit/create internal corporate-branded marketing tools
- Assisted in the color correction, retouching and manipulation of digital imagery
- Built, maintained, and released digital files for print, multi-media and online usage
- Worked efficiently and accurately through a large volume of projects on a daily basis

## PRODUCER / GRAPHIC DESIGNER | [LIVIDEO](#)

May 2015 – September 2016 | Hollywood, CA

The LiVideo App allowed celebrities to broadcast live, giving unprecedented and exclusive personal access to their lives. Through the app, celebrities shared original and curated content, photos and interacted with their fans in their chat room along with much more.

- Collaborated with team to create and build experiences that resonated with our users
- Monitored broadcaster / celebrity insights and facilitated a close working relationship between them and LiVideo
- Brainstorm and assisted in content creation for broadcasters
- Created digital and print promotional material, as well as high-impact presentations
- Developed design theme / branding elements

## GRAPHIC DESIGNER (CONTRACT) | [SKEE TV](#)

February 2015 – March 2016 | Hollywood, CA

Hosted and curated by award-winning DJ, producer, digital media pioneer and entrepreneur DJ Skee, SKEE TV provided a peek into the world of Verge Culture at the intersection of music, sports, fashion, tech and style.

- Created both digital and print promotional material, logo identities, high-impact presentations, and apparel
- Developed design theme and branding elements across social media platforms
- Designed thumbnails and end cards for YouTube channel with 400k subscribers
- Worked efficiently through a large volume of projects on a daily basis

## GRAPHIC DESIGNER (CONTRACT) | [FOX SPORTS](#)

September 2013 – August 2014 | Beverly Hills, CA

- Created high-impact Apple Keynote and PowerPoint presentations
- Designed marketing material, including one-sheets, e-blasts and digital event flyers
- Organized and maintained digital photography and graphic elements
- Maintained digital files and ensured all projects were properly archived

## GRAPHIC DESIGNER (CONTRACT) | [WESTERN MICHIGAN UNIVERSITY](#)

January 2013 – April 2013 | Kalamazoo, MI

- Promoted to full-time contract designer
- Organized and managed all faculty head-shot photos as a part of the new Content Management System
- Selected the best shots, color-corrected / retouched, and sized them to meet the new web guidelines

## GRAPHIC DESIGN INTERN | [WESTERN MICHIGAN UNIVERSITY](#)

April 2008 – December 2012 | Kalamazoo, MI

- Gained hands on knowledge in printmaking and public relations while working closely with the design team
- Used problem-solving and decision-making skills to organize and manage a photography database containing over 40,000 photos, reducing error and increasing productivity, in addition to weekly news release management.
- Client-focused design projects ranging from photo editing and design work, to gallery exhibit installation
  - Designed the *WMU Phone Directory* (12,500 copies made and distributed), *Student Codebook*, and *Financial Report* cover art
  - Designed WMU Graduate College Brochure (3,500 copies made and distributed)
- Event coordinated for Western's *Finals Finish* and *Homecoming Campus Classic Race*