

Aaron Winters

Graphic Design
Sacramento
California
USA
United States

View the full portfolio at <http://www.thecreativefinder.com/abidevis>

Professional Experience and Curriculum Vitae

I'm a multi-disciplinary creative professional who directs and designs brand identity, packaging, print and online experiences for small- to medium-sized companies looking to make things better.

As a 'hybrid' designer, I'm most comfortable in the creases of cross-medium design, marketing, technology, art and storytelling. Building brands over the past decade-plus, I've come to command a diverse blend of tools best suited towards developing more effective campaigns.

My goal as a designer is to not only provide the visual but also to help refine and promote an effective strategy beneath it. A solid strategy joined to the right content and a multifaceted design approach will ensure your project will get the attention it deserves, both on- and off-line.

Previous Clientele

Abstract Entertainment, Anthony Bertotti Landscaping, APS Construction, Bloodwizard skateboards, Bows Collective, Cal's Pharmacy skateboard shop/gallery, Chef Angie Murrillo, Clairerecords, California Landscape Contractors Association, Common Underground, Crunch Media, Worldbuilders educational publisher, ExpOne skateboards, Firefighters Burn Institute, Flatspot skateboard shop, Fourcorners Publishing (Color magazine), Graciela Gutierrez, Hearts And Horses, INDIEpendent, Jay Howell (artist), Jerome Tabilon Massage Hero, THELEGEND magazine, Midtown Monthly, Paradyme Audio, Plastic Idol Records, Sacramento Caledonian Club, Sara Jane And Co., Skinner (artist), SLO Folk Society, Smash Hit skateboards, Tonevendor record shop, Treehouse Green Gifts, Tunel 21 restaurant, Upper Playground (Sacramento), Vapors magazine, Weird Forest Records, Zach Hill (Suicide Squeeze, 5RC, Narnack).

Awards and Accolades

2002 to Present

Independent Creative Professional

Award-winning communications design for both print and web media; concept, production and project management.

I've done some of my best work serving:

- The youth market: labels, magazines and retailers
- Non-profits: associations, charities and arts groups
- Publishers: print and audio, authors and artists

... in the following areas:

- Publication design (editorial and advertising)
- Event promotion & on-site collateral design
- Logo development & identity
- Website design & strategy
- Packaging design
- Exhibit & large-format design (indoor/outdoor)
- Poster design & illustration
- Email campaign design & management
- Specialty graphics (diecuts, apparel, toys, etc.)

I have been fortunate to be involved with projects like:

- Firefighters Burn Institute: I replaced the charity's outdated site with a modern

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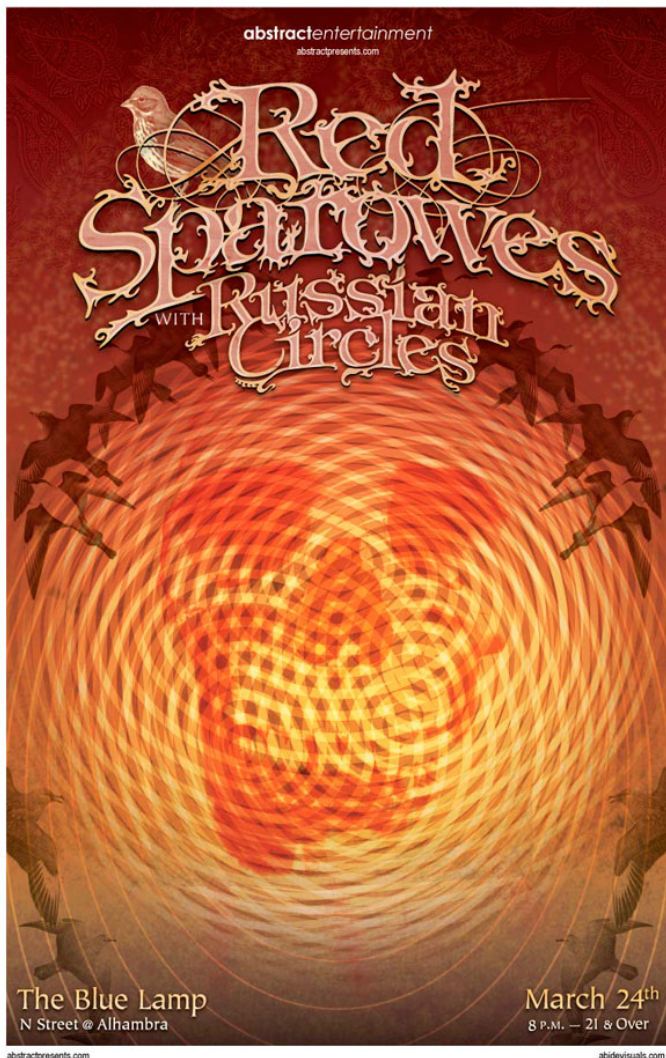
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