



HELLO.

I'm Aaron J Cook, a designer with a passion for creating useful customer experiences. Ever since playing on the internet for the first time in 1995, building digital things has been in my blood.

That initial spark led me to pursuing a degree in graphic design, where the scope of my interests widened as a result of my experience at Kent State University. And that experience paved the way to my career in branding and advertising, then later, digital marketing.

In May 2018, I was laid off from my job as Creative Director at The Shipyard in Columbus, OH. Rather than feeling sad, I felt energized about new opportunities. There was much blood, sweat, and many tears during my tenure. There was a lot of hard work put forth to instill a culture of creativity and design, while internally demonstrating the value of digital utility and design thinking. The rock was being pushed up hill as art and copy were the only coveted things.

Today is my opportunity to course correct. Within a marketing and advertising agency, I was being pushed away from what I'm most passionate about—designing experiences. I am looking to join like-minded souls on a design team within an organization that understands the value of design, puts the needs of their customers first, and nerds out on technology.



AARON J COOK

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Related Experience

Education

KENT STATE UNIVERSITY

School of Visual Communication
Design

- Master of Arts
- Bachelor of Science, Cum Laude

Teaching Experience

KENT STATE UNIVERSITY

School of Visual Communication
Design

- **Adjunct Professor**
Sep 2008–May 2009
Intermediate Computer, Kinetic + Sequential Graphics I, and Web Design & Programming I
- **Graduate Teaching Assistant**
Aug 2002–May 2004
Basic Studio Skills and Introduction to Graphic Design

STREAM DIGITAL / THE SHIPYARD

Creative Director · Digital Experience

SEP 2016–MAY 2018

- Responsibilities: Creative Department Administration, Lead User Experience and User Interface Designer, Design Thinking Evangelist
- Developed the foundation of the digital experience design offering and began instituting Human-Centered Design, Lean, and Agile Methodologies
- Collaborated with the business development practice to build the brand and its outbound marketing toolkit

RESOURCE/AMMIRATI

Art Director
Senior Designer
Designer

NOV 2009–SEP 2016

Jan 2012–Sep 2016
May 2011–Jan 2012
Nov 2009–May 2011

- Responsibilities: Art direction & User Interface design, User Experience design support, Accessibility standards, E-Commerce best practice
- Led design teams on years-long e-commerce redesigns & re-platforms for global retailers
- Launched the first nationwide mobile payment app in the Quick Serve Restaurant category
- Served as Mobile Design and Responsive Web Design Subject Matter Expert

BUCHANAN&ASSOCIATES

Art Director/Designer

SEP 2004–FEB 2007

- Responsibilities: Concept design, Art direction, Visual Communication design, Brand Identity design, Interaction design, Back-end development
- Led branding and design on the agency's more prominent clients such as SRA/McGraw-Hill and OhioHealth

GLYPHIX

Studio Manager
Designer

AUG 2002–JAN 2004

Aug 2003–Jan 2004
Aug 2002–Aug 2003

- Responsibilities: Studio management & oversight, Interaction Design, Front-end development, Visual Communication design
- Managed a team of undergraduate student designers in Kent State's work-study, Glyphix.
- Designed print and web projects under the supervision of the Professor/Creative Director.

AARON J COOK DESIGN

Freelance Designer & Developer

JAN 2001–PRESENT

- Print, identity, UX/UI design & development for clients: Ardina Healthcare, Thomas R. Riley Galleries, Make-A-Wish Foundation, Hanna Perkins Foundation, NHS Photography, MGO Marketing, and German Autowerks.