



# AARON PHILLIPS

## Objective

Seeking to secure a position as Art Director with opportunity for advancement within a stable and established company.

## Profile

- More than 10 years of **award-winning** art direction
- Highly creative, talented and up-to-date with current design trends
- Strong written and verbal communication skills  
Self starter and highly motivated to succeed
- Can work well in a team and independently
- Excellent at prioritizing and multi-tasking under demanding deadlines
- Adept at building strong employee, vendor and client relationships
- Visit my portfolio at [www.aphillips.com](http://www.aphillips.com)

## Work Experience

2011-Present, Art Director, TriStar Publishing, Inc., Overland Park, KS  
2005-2011, Art Director, Robstan Group, Inc., Kansas City, MO  
2002-2005, Art Director, A.J. Phillips Publishing Co., Inc., South Sioux City, NE  
2002-2005, Adjunct Instructor, Web Design, Morningside College, Sioux City, IA  
2000-2002, Art Director, Inter Ad Agency, Sarasota, FL  
1999-2000, Graphic Designer, Inter Ad Agency, Sarasota, FL

## Education

Kansas City Art Institute, 1999  
B.F.A. in Graphic Design

## Awards

- 2012 APEX Award for MagnaPaper Re-Design
- 2009 Best Magazine Design award at the Niche Magazine Conference
- 2009 APEX Award for Magazine Design Excellence
- 2009 APEX Award for Magazine Re-Design
- 20 Gold Addys and 10 Silver Addys, from 1999 to 2005

## Professional Qualifications

- Design of high profile conference Mobile Apps for clients such as the American Diabetes Association, National Kidney Foundation, American Academy of Family Physicians
- In current position serve as Art Director for 20 different accounts
- Work with editors and direct designers, photographers, illustrators, and Internet programmers while creating results-oriented design
- Implement personalized URL (PURL) with cross media promotion, including viral videos, direct mail, and e-blasts
- Uphold the integrity and value of the design department by helping secure new accounts
- Meet regularly with clients and perform client design presentations
- Lead brainstorming sessions that result in tangible improvement to client services
- Support the strategic growth of the company by sharing new ideas with the owners
- Partner with editors to successfully take print magazines and newspapers online using the latest HTML 5 technologies
- Helped develop a strategy for social media implementation and guidelines for accounts
- Over 7 years of print buying and mailing coordination experience
- Help build our client base to include the American Heart Association, American Academy of Pediatrics, American Academy of Family Physicians
- Was responsible for all print buying, exceeding \$500,000/year
- Successfully negotiated and reduced print costs by over 30%
- Set up a rebate program with our preferred vendors
- Responsible for coordinating mailing services, exceeding 200,000 pieces/year
- Taught Web design at a prestigious Midwest private college
- Worked with several Fortune 500 companies at Inter Ad Agency

## Technical Qualifications

- Expert knowledge of:
  - Quark Xpress, Adobe Creative Suite 6, including InDesign, Photoshop, Illustrator, Flash and Dreamweaver
  - Offset printing, packaging, die-cuts, embossing, and silk screening
  - All marketing collateral design, including: magazine, brochure, identity, newsletter, advertising, direct mail, etc.
  - Photo and video shoot art direction
  - Intuitive user interfaces, e-blasts, e-newsletters, banner, video streaming and flash design
- Proficient at:
  - HTML, CSS, basic Java and Action Scripting
- Worked with programmers on ASP, PHP, Java, JavaScript, SEO, and E-commerce sites