

Aaron Simons

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Brand and design manager with a strong background in visual identity and graphic design. Experienced developing cohesive brand languages across print and digital platforms, from campaign suites and design systems to logos and marketing collateral. Proven track record of building brands for startups and small businesses. Bilingual, with outstanding written and verbal communication skills. Detail-oriented and committed to delivering effective design solutions in fast-paced, mission-driven environments.

Experience

Harlem Children's Zone • New York, NY

Brand Marketing Manager

08/2026 - present

Design and Marketing Associate

04/2024 - 08/2026

Design and produce advertising and marketing collateral across print and digital platforms to drive participant enrollment, talent recruitment, and philanthropic giving. Develop visual identities, design systems, and branded materials for organizational programs, campaigns, communications, events, and national conferences. Build and maintain live data dashboard serving as single source of truth across all communications channels. Manage organization's social media accounts, overseeing content review and approval workflows and publishing organic and paid posts across platforms. Steward HCZ brand across all visual touchpoints, ensuring consistency and adherence to brand guidelines.

As We Design • Tel Aviv-Yafo, Israel

Design Assistant

09/2022 - 03/2023

Designed and developed visual assets (including logos, presentations, social media posts, advertisements, and web banners) in multiple languages for local and international clients including Nestlé, Microsoft, Mondelez International, and others. Created compelling animations for clients to use in marketing. Oversaw in-studio social media campaigns for holidays and special events.

Stagwell Global • New York, NY

Design Intern

05/2021 - 01/2022

Created internal and public-facing materials for multinational design holding company, including pamphlets, brochures, digital ad campaigns, email campaigns, websites, and social posts. Collaborated with communications team to establish brand direction following successful merger. Designed, updated, and maintained online "Hub" website featuring highlighted work, thought leadership, and company information.

Maltz Jupiter Theatre • Jupiter, FL

Creative Intern

05/2020 - 09/2020

Produced promotional material for award-winning regional theater. Wrote and edited multi-tier "FAQ" website section for \$35 million buildout campaign. Proofread pamphlets, magazines, flyers, and mailers for design and content inconsistencies. Assisted Chief Executive during meetings with agents, managers, donors, and reporters.

20th Century Fox Television • Los Angeles, CA

Production Intern

05/2019 - 06/2019

Assisted art department in designing, creating, purchasing, and sourcing props for primetime television show. Supported production staff in creating and distributing paperwork. Communicated with writers, directors, producers, and other members of staff. Attended offsite film shoots and assisted with set dressing and talent management.

Kesem Design

Freelance Graphic/Web Designer

2018 - present

Create branding assets (logos, icons, brand guidelines) for multiple small businesses and startups. Generate collateral including flyers, brochures, business cards, posters, banners, Zoom backgrounds, presentations, animations, product packaging, and more. Design and maintain multiple websites with testimonials, blog, videos, portfolios, maps, and schedulers. Portfolio available at www.kesemdesign.com.

Education

Hamilton College • Clinton, NY

Bachelor of Arts with Honors in Theatre, Minor in Digital Arts

08/2018 - 05/2022

Skills

Web Design • Graphic Design • Packaging/Label Design • Branding • Social Media • Video Editing • Content Creation
CRM Organization • Typing (106 WPM) • Copywriting • Event Coordination • CPR & FDNY Certified
MS Office (Word, PowerPoint, Excel) • Google Workspace (Gmail, Docs, Slides, Sheets) • Adobe CC (Photoshop, Illustrator, Premiere)
Figma • Canva • HubSpot • WordPress • Squarespace • Wix • Mailchimp • Zoom