

# Aaron Simons

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Dedicated design professional with a strong background in graphic and web design, driven by a passion for creating compelling narratives and fostering brand engagement. Proven track record of developing websites, branding strategies, impactful logos, and marketing collateral for diverse small businesses. Outstanding written and verbal communication skills (Bilingual). Energetic, detail-oriented, and collaborative team player committed to delivering effective design solutions in a fast-paced environment.

## Experience

### Design and Marketing Associate Harlem Children's Zone

04/2024 - present  
New York, NY

Design advertising and marketing content that drives participant enrollment, talent recruitment, and philanthropy. Conduct market research and analysis and establish data management and tracking systems to optimize marketing content. Help plan HCZ's social media calendar and publish organic and paid posts. Work in direct collaboration with HCZ's external communications and marketing firm to execute strategies. Help steward the HCZ brand, ensuring that all visual representations of HCZ stay true to brand guidelines.

### Design Assistant As We Design

09/2022 - 03/2023  
Tel Aviv, Israel

Designed and developed impactful visual assets, including logos, presentations, social media posts, advertisements, and web banners (in both Hebrew and English) for local and international clients including Nestlé, Microsoft, Mondelez International, and others. Assisted senior designers throughout various project stages, from concept development to completion. Created compelling animations for clients using Adobe After Effects and Apple Motion. Oversaw in-studio social media campaigns for holidays and special events.

### Design Intern Stagwell Global

05/2021 - 01/2022  
New York, NY

Created both internal and public-facing materials for distribution at multinational design holding company, including pamphlets, brochures, digital ad campaigns, email campaigns, websites, and social posts. Assisted in establishing brand direction following successful merger. Collaborated closely with communications team, actively participating in branding/PR meetings. Designed, updated, and maintained online "Hub" website featuring highlighted work, thought leadership, and company information. Organized and consolidated weekly Harris Poll research data while implementing design improvements and ensuring accurate and up-to-date information.

### Creative Intern Maltz Jupiter Theatre

05/2020 - 09/2020  
Jupiter, FL

Created 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.

### Production Intern Twentieth Century Fox Television

05/2019 - 06/2019  
Los Angeles, CA

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.

### Freelance Graphic/Web Designer

2018 - present

Create branding assets (logos, icons, brand guidelines) for multiple small businesses. 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](http://www.kesemdesign.com).

## Education

### Hamilton College

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

08/2018 - 05/2022  
Clinton, NY

## Skills

Web Design • Graphic Design • Packaging/Label Design • Branding • Social Media • Video Editing • Content Creation  
CRM Organization • Typing (106 WPM) • Copywriting • Event Coordination • CPR 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