

AARON FORD

Brand Strategist/Art Director

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All elements of life revolve around design. Fine art merely decorates. Product design, Industrial design, Package design, and Advertising design dominate our aesthetic and economic lives. Somebody gave form to the computer monitor and the desk lamp. Someone even sculpted the milk jug. In our choices, we all practice design and live in a designed world. Visual form is inevitable – ugly by careless default or beautiful and attractive through artful design.

Design is life! I aspire to raise the standard of design with a highly skilled, pioneering sense of style, and with a unique & timeless craftsmanship in design. I strive to make businesses, development teams and marketers successful in their quest to make their corporate image, products, advertising, and websites compelling to the buying public. I offer strategic, long-term, organizational goals that help you to convert your mission statement from a broad vision into a more specific plan with related projects. I help teams communicate clearly, concisely and strategically.

EDUCATION

Art Institute of CA, Orange County, Santa Ana, CA
Bachelor of Science: Graphic Design

Academy of Art, San Francisco, CA
Media Arts/ Animation

Moorpark College, Moorpark, CA
General

APTITUDES

Specialties: Graphic Design, Web Design, Art Direction, Design Department Management, Branding and strategy, Marketing and Communication.

Skills: Mid-level to Senior Level Management/Leadership, basic to intermediate IT system comprehension, engineering plan comprehension, diagram/structural drawing comprehension, mechanically inclined, basic CAD, basic 3D modeling, 3D VR photography, 2D photography, interior design, merchandising design, QA. inspection experience, interdepartmental communication and mediation, PC and Mac proficient, All Microsoft office proficient, MAC systems and networking experience, Adobe CC expert.

JOURNEY/EXPERIENCE

Further elaboration or references gladly furnished upon request
Relocation is always an option

Qal-Tek Associates, Idaho Falls, ID
02/20-Present Marketing Manager

Melaleuca Inc., Idaho Falls, ID
02/18-02/20 Sr. Designer II Marketing Creative

DigicomDesigns.com, Idaho Falls, ID
02/09-Present Art Director/Brand Strategist Freelance

Scosche Industries, Inc., Oxnard, CA
10/14-03/17 Art Director

Many Splintered Things, Oxnard, CA
2013-2018 Custom Furniture, Interior Art and Design,
Mentor, Trainer, Community Workshop Facilitator

Roto Rooter Plumbing, Santa Barbara, CA
02/13-06/13 Plumbing Technician,
Construction/Remodeling Foreman,

A&B Electric Company, Inc., Camarillo, CA
12/09-08/11 Public Works Inspector

Logomark, Inc., Tustin, CA
07/06-02/09 Creative Department Director

SRP Computer Solutions, Inc., Placentia CA
03/03-07/06 Sr. Graphic Designer/Office Manager

Westwood College of Technology, Anaheim CA
11/02-04/03 Graphic/Web Design Instructor

Boone International Inc., Corona CA
09/02-12/02 Graphic Designer

Ajava Systems, Anaheim CA
11/01-12/02 Graphic/Web Designer

Thales Avionics In-flight Systems, Irvine CA
03/01-11/02 Graphic Designer

Copy Club, Costa Mesa CA
01/00- 02/01 Graphic Designer

David Kimball Construction. G.C., Camarillo, CA
1999-2000 Finish/General construction

A&B Electric Company, Inc., Camarillo, CA
1998-1999 Laborer