

## Aaron Kupferberg

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**www.aokgraphics.com**

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Graphics Applications:

**Adobe Suite CC: InDesign, Illustrator, Photoshop, Fireworks, Acrobat, Premiere**

Web Applications:

**Wordpress, HTML, CSS, Flash CS6, Dreamweaver, Edge Animate, Javascript**

Additional Applications:

**Microsoft Office, Audacity, MailChimp, Constant Contact, Canva, Keynote**

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### **Didit**

Senior Art Director 9/15 - present

- Designed print, interactive and e-mail campaigns
- Developed websites, banner ads and landing pages
- Managed client e-mail marketing
- Worked closely with back-end developers and content writers to complete websites

Art Director 11/07 - 8/15

- Increased the level of interactive communications and awareness of the Didit brand across all business channels (SEO, SEM, Print, Interactive, Social Media)
- Created infographics and presentations and wrote articles as a part of Social Media outreach
- Presented clients with UX audits and made recommendations to improve conversion rates

### **Crown Advertising Agency**

Art Director 11/02 - 9/07

- Directed design and production of company and client websites
- Designed and produced print advertising and collateral for all clients
- Organized multiple projects under tight deadlines

### **J. Walter Thompson INSIDE (JWT Specialized Communications)**

Freelance Art Director 7/02 - 11/02

### **Computer Associates**

Freelance Art Director 7/01 - 6/02

### **TMP Worldwide Advertising (monster.com)**

Senior Art Director/ Interaction Designer 5/96 - 6/01

- Directed all design and development for client websites and banners, including UI prototypes
  - Organized schema and navigation hierarchies to ensure intuitive user experience
  - Created recruitment advertising campaigns from concept to production (US Air Force Reserve, Nova Southeastern University)
  - Supervised vendors and freelance designers on client projects
  - Conceptualized and produced television advertising
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Bachelor of Fine Arts, **Syracuse University**  
Inbound Marketing Certification, **Hubspot 2014**