



## WORK EXPERIENCE

2014-2020

**FGX INTERNATIONAL // GRAPHIC DESIGNER**  
SMITHFIELD, RI

Designed, directed, and content managed the production of many brands under the FGX umbrella. Daily design tasks included: promotional materials, retail display designs, trade show graphics, E-blasts, web banners, digital ads, package design, logos, and video content.

- Worked and designed with licensors for various high-level brands such as Panama Jack, Marvel, Field and Stream, Schwinn/Mongoose, No Fear, Lucasfilm, Disney and Hasbro.
- Copywriter experience with packaging and various marketing projects.
- Brought video and motion graphics In-house for use in presentations and E-comm projects
- Worked with Translators and international print services for mass-market displays and packaging
- Optimized graphics for responsive design between desktop, Android, and IOS for use in E-comm and web.

2011-2014

**INNOVEX // LEAD DIGITAL MEDIA DESIGNER**  
LINCOLN, RI

Digital signage division's sole designer. Performed creative directing, account management, graphic design, motion graphics design, UI design, content management, copywriting/editing, major troubleshooter, customer service.

- Designed UI interface for the visitor kiosk at the Providence Warwick Visitors Convention Bureau.
- Designed/maintained digital menu API for Blush Wine Co. (Android Tablet)
- Designed/maintained digital signage for digital pie showcase for Chelo's Restaurants.
- Consulted in the creation of menu boards for Alex and Ani's Tea's and Javas division.
- Created/designed and implemented promotional marketing viral video featured on the front page of Digitalsignagetoday.com.

2009-2011

**APC/SCHNEIDER ELECTRIC // GRAPHIC DESIGNER**  
NORTH SMITHFIELD, RI

Designed web banners/advertisements for use globally, while maintaining corporate standards and practices.

- Created a method of communication between media requesters and designers by working closely with project managers.
- Optimize and define a simpler process for web-based advertising and media. This resulted in minimized project completion time.
- Decrease load times for apps and web-based mediums by optimizing images and banners.

2008-2009

**DNG, PALO ALTO DAILY NEWS // GRAPHIC DESIGNER**  
MENLO PARK, CA

Designed and maintained various advertising for over 600 local accounts in a deadline-driven environment.



## PROFICIENCY

PHOTOSHOP 92%  
 INDESIGN 84%  
 ILLUSTRATOR 92%  
 FLASH (ANIMATE) 98%  
 AFTER EFFECTS 74%

MICROSOFT OFFICE 85%  
 KEYNOTE 95%  
 SIGNAGE STUDIO 84%  
 UCVIEW 89%



## EDUCATION

2002-2005

**BUTERA SCHOOL OF ART & DESIGN**  
BOSTON, MA.

ASSOCIATES OF ARTS (AA), GRAPHIC DESIGN CERTIFICATION

1998-2001

**BRISTOL PLYMOUTH HIGH SCHOOL**  
TAUNTON, MA

DIPLOMA, GRAPHIC DESIGN CERTIFICATION.

# Aaron Morse

DESIGN EXTRAORDINAIRE



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HELLO, MY NAME IS AARON MORSE. I AM A HIGHLY SKILLED, MULTI-TALENTED, CREATIVE PROFESSIONAL WITH MORE THAN 18 YEARS OF EXPERIENCE IN THE GRAPHIC/DIGITAL DESIGN FIELD. RECOGNIZED FOR BRINGING MY TALENT, KNOWLEDGE, ART, AND HUMOR TO ALL CAREER OPPORTUNITIES.

"I SEE MYSELF AS THE BOBA FETT OF DESIGN. WHEN YOU NEED A JOB DONE, AND DONE RIGHT, YOU COME TO ME. PLUS, I REALLY LIKE JET PACKS."



## PROFESSIONAL SKILLS

- PRESENTATION SPECIALIST
- MULTI-TASKING
- DEADLINE DRIVEN
- WORKS WELL WITH LITTLE DIRECTION
- COMMUNICATIONS SKILLS
- CRITICAL EYE FOR DETAIL
- TIME MANAGEMENT SKILLS