

AARON SHUPP*

Education

Kutztown University of Pennsylvania | Kutztown, PA 2004-2007

Bachelor of Fine Arts Degree. Concentration: Communication Design. Dean's List.

Workshop Concentrations: Corporate Identity Systems, Publication Print Media, Package Design, Magazine Editorial Design, Restaurant Graphics, Poster Design, Photography and Digital Photography, Interactive Website Design

University of the Arts | Philadelphia, PA 2002-2004

Workshop Concentrations: Swiss International Design Style, Interactive, Cartoon Animation

Skills and Qualifications

Software and Platforms

Advanced technical knowledge of both PC and Apple systems, including software, internal hardware, peripherals and networks. Very fast understanding and ability to use new software.

Software: Adobe Creative Suite CS3 including all design and web applications (with working in a workgroup environment), Microsoft Office, FileMaker Pro, Xtensis Suitcase, Quark Xpress.

Web Development: Complete site design, user interfaces and optimizing usability experiences, information architecture, quickly adapt to new technology and frameworks.

Platforms: CSS, xhtml, AJAX, JavaScript, PHP, MySQL, Flash.

Design Skills

- Fast and original concept development and problem solving
- Able to completely portrait and plan a final project through initial roughs
- Very comprehensive typographic abilities and vast study of design styles and applications
- Strong leadership qualities, endless work ethic, outgoing, and good communication.

Related Work Experience

Graphic Designer / Lead Interactive Developer | **23k Studios, Wayne PA** | May 2007 - Present

Began working as a graphic designer on specialty promotional pieces for clients, but quickly became heavily involved in the studio's interactive ventures. Currently working as the company's interactive leader, seeing projects through from initial proposal to final launch date and beyond. Such responsibilities include project planning, information architecture, brand conscious interface and solution development, complete site programming, and delivery.

Major clients I've deployed web projects for feature **SAP, Unisys, Vertex, SunGard, Gamesa Wind Energy**, and the **Home Theater Specialists of America**.

Identity Coordinator | **Eckhaus Gallery and Art Center** | April 2006 – January 2007

Responsibilities included development of identity, community-driven website creation and maintenance, brand awareness building, and promotional applications.

Freelance Work | February 2003 – Present

Worked for over 70 freelance clients on mostly identity and promotion projects. Clients have included Kutztown University, Air Products, Que Publishing, and the United States Navy.

Marketing Director | **Sam's Club Corporation East** | April 2003 – July 2006

Led membership and Discover credit drives at stores in Whitehall, PA and Mt. Olive NJ. Responsibilities included planning promotions and events, supervising Club membership staff, and meeting company sales goal.

Awards

Kutztown University 2007 Communication Design Award | Interactive Design

Awarded the juried title of best communication design student creating interactive work.



CALL 610.703.3295

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