AARON jorgensen

DESIGN / DEVELOPMENT - MARKETING

SKILLSET

KNOWLEDGE
UI / UX Design
Branding & Identity
Graphic & Print Design
Web Design & Development
Photography & Videography
Online & Offline Marketing
Business Administration
E-Commerce

GRAPHICS & MULTIMEDIA
Photoshop
Illustrator
Premiere Pro
After Effects
Lightroom
Audition
InVision

WEB DESIGN & DEVELOPMENT
HTML5, HTML, XHTML
SCSS, SASS, LESS, CSS
Wireframing & Protoyping
Responsive & Mobile Design
JavaScript, Angular 2+, AngularJS, jQuery
Git, GitHub, Azure Dev Ops
Wordpress & other CMS
PHP, MySQL, C#, SSMS
Bootstrap

MARKETING
SEO, SEM
Content Strategy
Social Media Strategy
Email Marketing
Video Marketing
Google Analytics

EDUCATION

2013 MBA - *Marketing*
American Intercontinental University

2004 BFA - *Web Development*
Intl. Academy of Design & Technology

2002 AS - *Web Design*
Intl. Academy of Design & Technology

RECOGNITIONS

2017 Gold Stevie - *Best User Experience*
TOPS [ONE] - *American Business Awards*

2017 Bronze Stevie - *Best New Financial Product*
TOPS [ONE] - *American Business Awards*

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EXPERIENCE

Present - 2015

TOPS Software, LLC.

UI / UX Engineer

Responsible for the planning, UI/UX design and front-end development of the award-winning, web-based SaaS Accounting and CRM platform, separate Owner and Vendor Portal systems and multiple internal tools.

- Utilize HTML5, Angular, Bootstrap, LESS and C# to build complex responsive web-applications.
- Work with Support and Service teams to develop custom ZenDesk Knowledge Base system and Learning Management System.
- Work across all departments to create consistent branding graphics, web experiences, videos and social media presences.

2015 - 2014

Career Education Corporation

Art Designer / Front-End Developer

Worked with the Web Operations department, designing, developing and managing online marketing initiatives for national Career Schools division.

- Utilized modern technologies and web practices to update all brands web presences.
- Designed and developed specialized online marketing tools such as microsites, landing pages and websites.

2015 - 2008

Blaze Digital Inc.

Creative Director / President

Managed and operated full-service design agency, providing branding, marketing and multimedia solutions for an international clientele.

- Contracted to complete branding projects to increase national and international brand recognition.
- Completed web solutions with modern technologies to increase automation and productivity for websites.
- Manage clients social media, SEM and SEO.

2013 - 2010

Intl. Academy of Design & Technology

Program Coordinator - Digital Media Production

- Conducted administrative responsibilities of the program.
- Assisted in the development of industry-driven curriculum, reaching highest placement rate of IADT Online.
- Managed adjunct faculty in staffing, professional development & training.

2013 - 2007

Intl. Academy of Design & Technology

Adjunct Professor

Instructed on multimedia design tools, theory and processes in the Web Design, Graphic Design, Digital Media Production and Advertising Design programs.

2006 - 2004

Kidsweath (USA) Inc.

Technology Director

- Set creative direction and vision for website, products, and marketing materials.
- Played key role in product development resulting in international exposure and numerous awards.
- Managed internet marketing efforts including Search Engine and Email Marketing.
- Created branding initiatives and logos for various divisions of the company.

2004

Apexity Inc.

Web Designer

Completed web, print marketing and networking initiatives for national accounts.

2004 - 2002

Infinix Media

Designer / Developer / Managing Partner

Led project management, client relationships and shared design / development responsibilities.

- Designed and developed award-winning websites for high-profile clients, receiving national media exposure.