



# AIDEN LOCKE

## EXPERIENCE

### Find your Audience, Remote

#### ***Creative Director***

April 2023 - Present

- Successfully executed 5 major corporate website redesigns, including oversight of content audits, creative strategy, and brand refreshes.
- Regularly prepared creative briefs for designers based on information obtained during client onboarding.
- Performed consistent spot checks to ensure designs were moving in the right direction, course correcting when necessary.
- Worked closely with cross-functional teams, including marketing, development and content to deliver projects that exceeded expectations within tight deadlines.
- Conducted regular check-ins with the creative team to ensure each individual was managing a reasonable amount of work, and was happy with their current portfolio.

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#### ***Associate Designer***

May 2021 - April 2023

- Worked on several website projects, creating comprehensive design systems to ensure projects were developed correctly, while adhering to both brand & WCAG standards.
- Regularly worked on 2D and 3D animation & video projects, often overseeing the entire animation pipeline.
- Executed a range of traditional graphic design projects required for product launches, grand openings, social media campaigns & trade shows.
- Regularly balanced a portfolio of 3-4 dedicated clients, delivering all creative assets with tight timelines.

### MonstrARTity, Mississauga, ON

#### ***Assistant Designer***

May 2019 - August 2020

- Designed all print & digital marketing materials required for the company's series of summer music festivals (2019)
- Developed all assets, including motion graphics, for the company's transition to online broadcasts (2020).



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## SKILLS

2D & 3D animation

Branding

Web Design

Advertising Design

Strong organizational skills

Adaptive & flexible

Empathetic & honest

Detail oriented

## EDUCATION

### **Concordia University**

Honours BFA in Design

Spring 2021

Montreal, QC

- Capstone project studied the role of design in community interventions surrounding suburban isolation.
- Worked as the Graphics Editor for ***The Link Newspaper*** for two years.

## OTHER

- Owner & operator of Locke's Supply Co., a small culinary business focused on cocktail syrups and dry goods.