

AIMÉE GUZMÁN

Creative Direction | Art Direction | Graphic Design

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909.821.2411

EDUCATION

BA, Visual Communication

California State University, Los Angeles | 2013

BA, Theater Studies and LGBTQ Studies

University of California, Santa Barbara | 2008

Certificate, UX & Web Design

St. Joseph Codetalk, Venice, CA | 2016

SKILLS

Brand Identity and Development

Campaign Concept and Execution

Photography Art Direction and Video Storyboarding

Web Design and UX Design

Client Communication and Management

Creative Direction and Team Leadership

Adobe InDesign, Illustrator, Photoshop, Sketch, Canva

EXPERIENCE

Creative Director

Hindman Auctions
Chicago, IL

08.2022–04.2023

Conceptualized and executed brand collateral, including print, campaigns, gallery and office signage and art directed photoshoots. Collaborated with copywriters, designers, and social media team. Oversaw a team of five designers, consisting of in-house and external designers. Maintained stakeholder relationships. Oversaw outside vendors such as printers, videographers, and sign installers. Developed new brand elements such as videos, motion design, social media tactics, landing pages, and photography.

Associate Creative Director

Brookfield Properties
Chicago, IL

04.2018–08.2022

Conceptualized and executed a wide range of immersive projects including: B2B marketing campaigns, print and digital editorial publications, videos, logos, brand identities, websites, landing pages, and social media campaigns. Provided direction and feedback to designers, copywriters, and photographers. Developed concepts based off client and stakeholder briefs, translating them award-winning projects including multiple MarCom and Ozzie and Eddie awards. Expanded brand through illustration, animation, videos, and photography. Oversaw external illustrators, animators, and videographers. Maintained internal stakeholder communications and ensured project expectations and benchmarks were met.

Creative Director

Little Trailer Studio
Los Angeles & Chicago

05.2015–08.2018

Started my independent freelance design studio, Little Trailer Studio, designing brand identities and websites for new businesses and brands. Managed client communication, timelines, and project scope. Managed relationships with developers, interns, and printers.

Web Designer

Go Live HQ
Los Angeles & Chicago

06.2016–01.2018

Collaborated with clients one-on-one on their vision, translating it into functional brands and websites in 5 days flat. Notable clients include Girlboss, Dallas Shaw, and Create & Cultivate. Designed templates for Squarespace and Showit which were sold digital products. Designed 30+ brand identities and websites.

Graphic Designer

Pressed Juicery
Santa Monica, CA

06.2013–05.2015

Designed print and digital collateral including postcards, in-store signage, web pages, social media graphics, swag, and event collateral. Designed assets for new seasonal product launches.

Graphic Artist

California State University,
Los Angeles

11.2011–06.2013

Designed marketing campaigns and event collateral for university events. Campaigns consisted of various deliverables such as posters, invites, brochures, and t-shirts. Worked directly with stakeholders and managed communication.