

# AIMÉE GUZMÁN

---

## EXPERIENCE

### **Senior Graphic Designer | Brookfield Properties** **2018 – present**

As senior graphic designer at Brookfield Properties I wear many hats within the marketing team of the retail sector. In my day-to-day I lead and direct projects ranging in marketing campaigns, websites, digital campaigns, social media campaigns, branding, videos, and print publications. In addition to designing I serve as a liaison between the creative team and other sub-teams. I manage and oversee creative direction with our agencies, contractors, and internal junior designers. I also inform workflow and outline project scopes for our internal teams as well as external partners. Some notable projects have been designing and building an editorial website for our subbrand of luxury properties called the Iconic Collection, helping rebrand the company; creating a campaign in partnership with artist, Cody Hudson, and creating branding concepts for our consumer-facing brand, to name a few.

### **Design Director/Graphic Designer | Little Trailer Studio** **2015 – 2018**

Little Trailer Studio was the name of my design studio while I was freelancing. During this time I created brand identities and websites for small businesses such as photographers, boutique shops, and online businesses to name a few. Working one-on-one with clients and creating brands from start to finish has given me that "birds' eye view" that is often needed of a creative director as well as an attention-to-detail approach that is needed of a graphic designer. I love the combination of concept and execution within my current design work and it is an area that I thrive in.

### **Graphic Designer/Web Designer | Go Live** **2016 – 2018**

As a designer at GoLive I created websites and templates on Squarespace and Showit. The clientele we worked with were often solopreneurs, creatives, and small businesses. Using my background in web design, UX design, and branding I was able to serve as both a branding consultant and website designer to our clients. Notable clients include Girlboss, Create & Cultivate, Dallas Shaw, and Bianca Olthoff to name a few.

### **Graphic Designer | Pressed Juicery** **2013 – 2015**

During my time at Pressed Juicery I created artwork for print, web, and promotional campaigns. I was responsible for managing design projects, coordinating with printers and vendors to ensure production timeline is met. I also designed for their digital publication, The Chalkboard Mag. Collateral I designed included: postcards, mailers, web ads and banners, web layouts, social media graphics, and special event materials.

### **Graphic Artist | Graffix, CSULA** **2011 – 2013**

Graffix was the in-house design studio for California State University Los Angeles. I designed publicity campaigns and event collateral for the university. Campaigns consisted of posters, banners, flyers, postcards, t-shirts, and other collateral. I also worked directly with external stakeholders to achieve marketing goals through design.

## ABOUT ME

I am originally from Southern California but Chicago is where I currently call home.

I have ten years of design experience. My strength as a designer lies in being able to distill a brand's story and translate it into innovative design concepts across different platforms such as web, print, social, or video.

I thrive off of collaboration yet am not shy to take the lead on projects. I am quite the Leo—expressive, passionate, and sassy—and I bring that energy to all my endeavors.

## EDUCATION

### **Codetalk**

Web Design Certificate  
2016

### **California State University, Los Angeles**

BA in Visual Communication/Graphic Design  
2011 – 2013

### **University Of California, Santa Barbara**

BA in Theater Studies  
Minor in LGBTQIA Studies  
2004 – 2008

## SKILLS

Creative Direction  
Web Design and UX Design  
Brand Identity and Development  
Social Media Design Direction and Strategy  
Client Communication and Management  
Project Management  
Team Leadership