
Jeffrey Aikens

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Senior Art Director

Experienced top-performing Senior Art Director with a natural aptitude for business, marketing and a love for dogs. Excellent cross-functional abilities include understanding creative direction, maintaining brand consistency, and juggling multiple projects, priorities, and deadlines. Technical expertise balanced with an easy-going nature and excellent relationship-building skills allow me to connect with clients and execute their vision clearly across various media. I have been working remotely for the last four years.

SKILLS

- Agile, Animation, Art Direction, Attention To Details, Brainstorming, Branding, Brand Stewardship, Brand Stewardship, Brand Strategy, Collaboration, Collaborative, Color Theory, Corporate Identity, Creative Direction, Creative Solutions, Digital Channels, Direct Mail, Email design, Global Brands, Graphic Design, Holistic, Icon Design, Iconography, Idea Generation, Ideation, Innovative, Leadership, Logo Design, Mentor, Mentoring, Nonprofit, Organized, Photoshop, Print Production, Proactive, results-oriented, Storytelling, Strategic, Team Leader, Time Management, typography, UI, UX, Web Design
- **Software:** Adobe Creative Suite, Adobe XD, After Effects, Animate, Axure, Figma, Illustrator, InDesign, Microsoft Office, Photoshop, Powerpoint, WebAIM, Word, Wordpress, Wrike
- **Interests:** Classic Cars, Home Improvement, Woodcarving, Woodworking

WORK EXPERIENCE

Graphic Designer | Full-time

Educational Testing Service (ETS) | Princeton, NJ | 09/2014 - 01/2024

- Managed multiple projects and motivated designers to produce their best work on time and budget. Received recognition from higher management for maintaining high standards for this global brand's strategic objectives.
- Collaboration with cross-functional in-house teams to develop creative concepts and assets, resulting in improved brand perception and client satisfaction.
- Designed materials that won multiple NJ Astra Awards and were published in Graphic Design USA. Created Trade Show graphics and marketing collateral for ETS and its products.
- Created Storyboards comps for banner ads prior to animation, cutting down on some lost time from client revisions
- Designed user-centric web pages, social media, and micro-sites for ETS and all its brands, keeping everything within brand guidelines. Each product had its own specific brand standards.
- Crafted impactful visual assets for global trade shows and conferences, resulting in increased brand recognition and engagement.

Freelance Designer, Art Director, Photo Retouching

Tvfarmer Designs | Greater Philadelphia Area | 01/1998 - 09/2014

- Pollie Award in 2008 and 5 Pollie Awards in 2011 for/with Impact Politics.

- Designed banner ads for PEW Environmental Group on various topics such as rainforest conservation, protection of River Herring and Shad, and safeguarding Nevada's Gold Butte.
- Created unique content for diverse campaigns, ensuring a consistent brand message across all platforms.
- Collaborated with cross-functional teams to create consistent brand experiences and drive measurable results against business objectives.
- Collaborated on PPT templates for internal communications, ensuring a consistent brand look and feel across all presentations.

Art Director /Flash Animator | Full-time

D4 Creative Group | Philadelphia, PA | 05/2003 - 06/2010

- Led a team of designers to create 95% of all banner ads and flash animations, resulting in increased brand recognition, positioning and user engagement.
- Design all types of collateral: print, web, TV, aerial, billboards and LED stadium animations for Comcast, Charter Communications, 1&1 Internet, and Motorola.
- Conceptualized and created storyboards for TV spots as well as coordinated print and digital assets for Comcast, Charter Communications, and TimeWarner Cable
- Collaborated on campaigns and experiences across multiple mediums, ensuring consistency and executing within brand strategy.
- Led creative kick-off meetings and brainstorming sessions, providing constructive feedback that elevated solutions and drove results.

AWARDS & SCHOLARSHIPS

2019 NJ CAMA ASTRA - 2 Gold, 2 Silver, 1 Bronze | 10/2019

NJ CAMA ASTRA

2018 NJ CAMA ASTRA - 3 Silver, 3 Bronze | 10/2018

NJ CAMA ASTRA

2017 NJ CAMA ASTRA - 2 Gold, 2 Silver, 1 Bronze | 10/2017

NJ CAMA ASTRA

Multiple Awards For "InHouse Design Issue" 2017, 2018, 2019 | 08/2015

Graphic Design USA

EDUCATION

BFA in Communication Design

Wilkes University | 01/1988 - 12/1993

Minored in Printmaking and Sculpture