





AARON CROYSDALE

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HELLO

Senior graphic designer with over 19 years of experience in graphic design and print marketing while managing projects from inception to execution. Extensive experience with conceptualizing and managing print marketing campaigns while emphasizing innovation, creativity and brand identity. Confident, passionate and creative with an eye for detail and the ability to work well within a team. Effective time-management and problem-solving skills help to deliver a single cohesive product. Drafts own ideas using various programs within Adobe Creative Suite, such as Photoshop, InDesign and Illustrator.

EXPERIENCE

Big Lots, Inc. October 2001 - February 2021
Senior Graphic Designer
Graphic Designer

- Responsible for creating a large variety of print marketing while ensuring all facets of the brand are implemented to standard.
- Create high volume of daily signage that supports all aspects of the business while ensuring an accurate, cohesive final product.
- Collaborated with a variety of clients executing multi-piece print campaigns such as brochures, posters, gift cards and in-store signage used in-store and internally.
- Oversee work production by prioritizing work flow and directly working with creative director, copywriters and designers throughout multi-stage projects.
- Extensive photo retouch, manipulation and color theory applied to create high end graphics used in print and digital marketing.
- Performed preflight checks to all pieces ensuring color, fonts, and document specifications are optimized for highest quality output.
- Created a variety philanthropic pieces showcasing the brand and also providing awareness in the community.
- Partnered with digital marketing by editing, slicing assets for email and web site deployment.

Lanier Worldwide/Blair Graphics August 1996 - June 2001
Production Artist/Facility Manager

- Facility Manager at Merriman Architects/Associates where I acted as a liaison between Lanier Dallas and Plano Texas branches fulfilling print, design and marketing needs.
- Developed brand marketing for Merriman Architects/Associates that included logo wear, promotional materials, display graphics and exterior site banners.
- Worked closely with architects and interior designers ensuring deadlines and expenses were kept to clients parameters.
- Digitally scanned, archived and printed architectural drawings, manuals and large format graphics for clients.
- Printed large display graphics for clients such as Frito Lay, Fossil, EDS, Lyrick Studios and JCPenny's while meeting tight deadlines and brand guidelines.
- Managed high volume print jobs from start to finish ensuring quality and accuracy was maximized at all times.

Croysdale Creative May 2011 - Present
Freelance Designer/Photography

Majority Strategies July 2006 - October 2006
Freelance Designer

EDUCATION

Associates of Arts
Richland College, Dallas Texas

Associates of Arts, Digital Art/Graphic Design
Collin County Community College, Plano Texas

SKILLS



PASSIONS/INTERESTS

