

Aaron Sherman

— ART & VIDEO DIRECTOR —

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PROFESSIONAL EXPERIENCE

Art & Video Director | **The Plaid Agency** — 2019 - Present

- Led creative campaigns and projects, ensuring all outputs were strategically aligned with brand voice, guidelines, and strategic objectives
- Spearheaded creation and iteration of design team process across a variety of deliverables
- Guided internal and external discussions to conceptualize and execute creative solutions
- Created internal modular proposal system, leading to increased conversions and efficiency

Graphic Designer | **TourDesign Creative** — 2019

- Conceptualized and designed advertisements for concerts across the U.S.
- Created thematic illustrations for globally renowned musical artists
- Consulted with creative department heads on email marketing solutions

Multimedia Designer | **Sells Group** — 2017 - 2018

- Conceptualized and designed both print & digital marketing pieces for a variety of clients
- Responsible for lighting, shooting, keying, and compositing in single and multi-camera shoots
- Conceptualized and designed landing pages focused on converting leads from marketing funnels

B.S. Computer Graphics Technology | **Purdue University** — May 2017

NOTABLE PROJECTS

YES! Summit | **Indiana Department of Education and The Richard M. Fairbanks Foundation** — 2023

- In partnership with the Indiana Department of Education (IDOE) and The Richard M. Fairbanks Foundation, The Plaid Agency created the Youth Emerging Stronger (YES!) Summit. Due to the impact of the YES! Summit, First Lady Jill Biden [came to speak at Westfield Washington High School](#) to discuss mental health needs from the student's perspectives. I was responsible for the creative direction of the campaign, landing page, social media assets, on-set management, and direction of the interviews, cinematography, and all post-production editing/motion graphics. Watch the event opener video [here](#).

Centered on You Campaign | **Ceres Solutions** — 2022 (Ongoing)

- To support the launch and management of this multi-year campaign, The Plaid Agency created a landing page that will eventually house 8 pillar-piece videos and over 30 short stories that highlight members of the Ceres Solutions cooperative. I was responsible for the creative direction of the landing page and social media assets, on-set management and direction of the interviews, cinematography, and all post-production editing/motion graphics. See all pillar-piece videos on the Centered on You landing page [here](#).

SKILLS

Video & Motion Graphics, Character Animation, Visual Effects, Illustration, Graphic Design, Branding, Web Design, HTML, CSS, Photo Editing, Email Marketing Design, Project Management, Client Relations

TOOLS

Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, After Effects, XD), Rubber Hose, Joysticks n' Sliders, MailChimp, Sketch, Figma, InVision, WordPress, Google Slides, Microsoft 360 Suite