

Aaron Charles-Rhymes

Visual Designer

CONTACT

(510) 734-9089

acharlesrhymes@gmail.com

aaroncharlesrhymes.com

<https://www.linkedin.com/in/aaroncharlesrhymes/>

[harlesrhymes/](https://www.linkedin.com/in/aaroncharlesrhymes/)

EXPERIENCE

DVC Phi Beta Lambda — *Marketing Co-Chair of Design*

March 2016 - Present

- Designing marketing assets to post and distribute on campus and online through alternate forms of media and working closely with the Vice President of Communications in accordance with college posting policies.
 - Created flyers, mobile app, and other marketing materials using adobe cc and canva.
 - Redesign the PBL Website using figma and webflow
- Creating and managing an effective marketing committee to ensure a sufficient flow of creativity and progress each semester.

Aaron's Studio — *Freelance Designer*

March 2016 - Present

- Planned, designed mobile apps and websites, using Adobe Photoshop CC and Adobe Illustrator CC.
- Created logo, business cards, and other marketing materials using Adobe Illustrator CC.

Paper Culture — *Seasonal Production Artist & Customer Advocate*

Nov 2017 - Dec 2017

- Transformed customer requests into production-ready files and digital proofs using Adobe Illustrator CC and Photoshop CC.
- Proofed overall designs regarding layout, editing, and color.

EDUCATION

Academy of Art University, San Francisco

Dec 2011 - Dec 2016

Associate of Arts in Web Design New Media

DESIGN

User Interface & Interaction

Web Design

Persona

Customer Journey

Wireframing

Storyboarding

User Flow

Low to High Fidelity Mockups

Visual Design

TOOLS

Adobe Photoshop

Adobe Illustrator

Adobe XD

Sketch

Invision

Zeplin

Figma

