



AARON LOUIE

WORK EXPERIENCE

2017 – 2020

Graphic Designer, Visit California

Work in Corporate Communications to ensure appropriate and effective messaging strategy and brand voice. Work with senior team members across multiple departments from concept to completion, creating collateral that adheres to brand guidelines. Project managing the creation of digital assets, print publications, and environmental graphics. Support with PowerPoint content by communicating information in a more digestible form.

2014 – Present

Creative Strategist, Aaron Louie Design

Working under written contracts, managing multiple deadlines, and developing brand strategies. Event and promotional material, branding, and general design support for clients including Sacramento Kings, Sacramento Buddhist Church, and Visit California.

EDUCATION

2017 – 2020

California State University, Sacramento

Bachelor of Science: Graphic Design

2014 – 2017

Sacramento City College

Certificate: Graphic Communications

ACHIEVEMENTS

2016

California State Fair Student Showcase

Poster – First Place
Magazine – First Place
Event Badges – First Place

2016

Sacramento Year End Show

Featured Designer

2015

Sacramento Year End Show

Honorable Mention
Featured Designer

SKILLS

Adobe Creative Suite
Mac and PC proficient
Design Research

Project Management
Print Production
Wordpress

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