

AARON GELSTON

Senior Digital Designer

Summary

Since 2011, I have aided in developing a completely responsive (mobile first) experience to provide meaningful content to Vitamix's online audience. Working closely with the Content Strategy and Business Insights teams to spearhead an [offensive campaign](#) all while pushing the brand into a premium aesthetic. An essential part of my process revolves around constant collaboration with UX and development partners.

Experience

Vitamix, 2011–Present

Interactive Designer III, 2014 – Present | Interactive Designer II, 2013 – 2014 | Interactive Designer, 2011 – 2013

Responsible for designing engaging, usable, creative executions that are optimized from functionality, performance, and usability aspects on [vitamix.com](#). To ensure all experience designs are consistent while evolving the brand. Optimizing content for web publishing on multiple device types as well as applying user-centered design principles and best practices in all creative efforts. Working closely with other teams and departments to achieve a holistic user experience.

PressureLife Magazine, 2014–Present

Designer | Illustrator | Art Direction | Project Management

Bi-monthly Cleveland local arts & culture [magazine](#). Responsible for [design](#), [illustration](#), content planning and project management. Working collaboratively with writers, editors, photographers, and clients.

The Creative Group, 2010–2011

Account Manager

Responsible for recruiting and placing highly skilled interactive, design, marketing, advertising and public relations talent with a variety of companies in Northeast, OH.

Skills

- Able to plan, organize, and implement creative solutions
- Strong social skills, adaptable personality
- Efficient at trouble shooting and communicating concise ideas
- Thrives in a collaborative team setting and with associates on any level
- Efficient in the Adobe Creative Suite as well as understanding HTML, CSS, and Javascript

Education

Cleveland State University
Bachelor of Arts, 2009