



# Aidan Walsh

## Summary

A Graphic and Web Designer looking for new experiences to learn, collaborate, and contribute. After a decade of traditional art instruction, I found my passion for communication design, helping others to graphically communicate their messages and intent. With 5 years of professional experience, I have executed the responsibilities of a graphic designer, web designer, photo retoucher, marketing designer, brand designer, mentor, archivist, and more.

## Education

### Skidmore College, Saratoga Springs, NY, *May 2019*

Bachelor of Science in Studio Art (Communication Design concentration) and History (Double Major).  
Departmental Honors for both Departments.  
Graduated Magna Cum Laude, GPA: 3.8

### Bergen County Academies (County Magnet High School), Hackensack, NJ, *June 2015*

Academy for Visual and Performing Arts - Visual Arts Concentration, GPA: 3.81

## Employment

### Graphic Designer/Web Designer, Curbngo, Woodcliff Lake, NJ, *Sept 2020 - Present*

Design, create websites for client stores using Wix & an in-house builder augmented with custom HTML, CSS, Bootstrap, and JavaScript, incorporate client feedback, perform maintenance & updates post-deployment for 50+ sites.  
Transfer 30+ websites from Wix to in-house builder to reduce monthly overhead cost.  
Redesign & code from scratch a new company website, create assets for new site, deploy with the help of DevOps.  
Design, create advertisements for social media and print, including short animations for social media posts.  
Create/edit client pitch presentations with CEO, CMO, COO.  
Process menu photoshoot pictures taken by freelance photographers, including editing, retouching, & resizing.  
Design business documents including order/onboarding forms, handbooks, & equipment build guides.  
Redesign logos for select clients, Up-res client logos for increased presentation vvv on customer-facing interfaces.  
Create the app loader animation, design App/Play Store screenshots.

### Graphic Designer/Artist, Guardian Digital, Midland Park, NJ, *July 2019 - Present*

Provide marketing and graphics support to a business that secures company email correspondence.  
Design, create, organize template documents, input specific case study content, informing possible clients about how Guardian Digital has benefited other companies.  
Design, create artwork for marketing brochures and presentations, ads and posts for social media presence, newsletter cover images, assets for use on their websites.  
Collaborate with copywriter on numerous projects, including a campaign to create infographics detailing different online scams/threats.

### Color and Design/Archives Intern, Benjamin Moore, Montvale, NJ, *Summer 2018, Jan 2019*

Assist with finding & creating materials & assets for the 2019 Color of the Year promotion/reveal.  
Create historical displays for R&D facility lobby in Flanders & manufacturing facility in Newark with archive materials.  
Organize, catalogue archives of company's 120+ year history, including, photos, ads, documents, booklets, & more.  
Compile competitive analysis presentation, detailing information regarding competing paint manufacturers.

### Communication Design Lab Assistant, Studio Art Department, Skidmore College, *Fall 2017 - May 2019*

Aid with class instruction in teaching Photoshop, Indesign, Illustrator, After Effects, scanning, and printing.  
Provide feedback during critiques, help with demonstrations and answering questions.  
Basic IT and maintenance with computer programs, printers, peripherals, equipment.

### Intern, Columbia University Media Center for Art History, New York, NY, *Fall 2014 - Spring 2015*

Created 360° panoramas, digitizing/fixing documents using Photoshop, Pano2VR, PT-Gui Pro.  
Retouched 2000+ images taken by graduate students abroad;  
Create posters advertising academic seminars.

## Technical Skills

### Adobe Suite

Photoshop (10 yrs)  
Indesign (10 yrs),  
Illustrator (10 yrs)  
After Effects (2 yrs)  
Premiere Pro (1 yr)

### Front End Development

HTML (2 yr)  
CSS (2 yr)  
Bootstrap (1 yr)  
JavaScript (1 yr)

Years of experience with **both Mac and PC Computers, Wacom products**

Years of experience with **Microsoft Office** (Word, PowerPoint, Outlook, etc.) & **Google Workspace** (Docs, Slides, Drive, etc.)