

Aaron (AJ) Brillantes | Associate Creative Director

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PROFESSIONAL SUMMARY

Creative doer and leader with 10+ years of hands-on experience in visual design, art direction, and cross-functional team leadership in both consulting and agency settings. My most recent experience consists of developing creative briefs, content creation, and managing end-to-end creative delivery for organic and paid social media campaigns. I'm a highly collaborative, multidisciplinary team player that contributes to strategy, execution, and client services.

WORK EXPERIENCE

Associate Creative Director, Sr. Art Director | Designit, a Wipro Company | Bellevue, WA | Sep 2020 – Present

- Spearhead creative marketing strategies focused on driving customer growth, enhancing brand engagement, and boosting revenue for both consumer and enterprise level clients.
- Lead creative team members in the ideation, production, and optimization of digital ads, social media content, and marketing collateral in alignment with brand guidelines and business objectives.
- Refine and implement creative workflows, ensuring seamless collaboration between internal and external teams.
- Deliver data-driven insights on consumer behavior, digital trends, and campaign performance to key stakeholders, influencing strategy and optimization of creative output.
- **Key Achievements:** Led social-first campaigns for our clients that resulted in improved brand sentiment, higher engagements, and increased product awareness; Pitched, cultivated, and help win new business partnership.

Creative Lead, Art Director | Rational (acquired by Wipro) | Bellevue, WA | Sep 2018 – Aug 2020

- Directed the development of creative assets for organic and paid social media campaigns across YouTube, Facebook, Instagram, TikTok, and LinkedIn, contributing to successful product launches and brand initiatives.
- Streamlined ideation and production processes to improve efficiency and campaign performance.
- Collaborated with and managed both internal and external vendor relationships with copywriters, designers, and video editors to execute creative concepts that aligned with client goals and brand strategies.
- **Key Achievements:** Increased social media engagement for our clients through the successful launch of multi-platform campaigns across owned and earned media.

Art Director, Sr. Designer | Ayzenberg Group | Pasadena, CA & Seattle, WA | Aug 2014 – Aug 2018

- Contributed to a high-performing creative team, producing large volumes of organic social media content for our consumer-based client at Microsoft.
- Developed and implemented creative processes for developing a range of visual mediums, including photography, illustration, and video.
- **Key Achievements:** Concepted, produced, and delivered bespoke creative through streamlined content production processes.

UX and Visual Design Lead, Digital | Aditive (acquired by Acxiom) | San Francisco, CA | Jan 2013 – Jan 2014

- Partnered with Client Services and Product to design and optimize marketing campaigns for CPG-focused clients.
- Created end-to-end user journeys for monthly campaign rollouts, enhancing user engagement and experience.
- **Key Achievements:** Successfully launched social media campaigns that contributed to increased client sales.

Visual Design Lead | AdRoll | San Francisco, CA | Jul 2011 – Dec 2012

- Worked closely with Sales and Marketing teams to design and optimize B2C and B2B marketing strategies.
- Launched a web-based tool that allows clients to customize and create dynamic display ads.
- **Key Achievements:** Increased client satisfaction and retention by introducing a scalable, user-friendly design tool.

EDUCATION

Certificate of Completion, User Experience Design | General Assembly, Santa Monica, CA
BFA, Graphic Design | California Polytechnic State University, Pomona, CA

SKILLS AND TOOL SET

Team leadership and project management

- 4+ years of experience mentoring and managing diverse creative teams, fostering personal development, creative excellence, and high performance.
- Proficient in workflow management tools such as Wrike, Trello, Basecamp, Microsoft Projects, and Planner.

Digital and social media Marketing

- 8+ years of experience developing data-driven creative strategies across owned and earned media ecosystems, including landing pages, email, display banners, and social media.
- Working knowledge of audience data analysis using tools like Sprinklr and Brandwatch.
- Professional knowledge of developing a brand presence on and usage of Meta and TikTok.

Art and creative Direction, visual design, and content creation

- 10+ years of experience in visual and motion design, with proficiency in Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Animate).
- Professional working knowledge of video and photo capture and editing (Lightroom, After Effects, Premiere, Audition, Final Cut Pro, CapCut) and UX/UI design (Figma, XD).
- Experience leading cross-functional teams and managing creative projects across multiple platforms.