

## **Aaron (AJ) Brillantes | Art and Creative Direction – Marketing and Advertising**

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### **WORK EXPERIENCE**

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#### **Associate Creative Director | Designit, a Wipro Company | Bellevue, WA | Sep 2020 – Present**

- Partner with internal Strategy and Marketing teams to provide clients with consumer-based creative solutions that align to business and brand objectives.
- Implement, document, and evolve workflows across agency disciplines and external vendors to facilitate streamlined end-to-end processes around collaboration, ideation, production, and delivery.
- Lead and push creative boundaries for the conceptualization and execution of presentations, photography, video, illustration, design, and copy for consumer and enterprise-based clients like Microsoft, Acer, and Zipfizz.
- Manage and mentor Creative practice members and direct reports, which consist of copywriters and multi-disciplinary designers.

#### **Creative and Design Lead, Social | Rational (acquired by Wipro) | Bellevue, WA | Sep 2018 – Aug 2020**

- Partnered with stakeholders across Microsoft Cloud marketing to pitch, design, and launch on-brand, social-first content for B2B audiences — with accessibility and DEI at the forefront.
- Developed creative processes for the ideation and production of over one hundred social media posts per month.
- Led a team of copywriters and designers to produce a high volume of bespoke organic and paid social media content for Instagram, LinkedIn, Twitter, and Facebook.

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

- Led a team of copywriters and designers to develop a high-volume output of on-brand social media content for Microsoft Surface, HoloLens, Band, Xbox, Windows, and Store.
- Developed internal processes for design, photography, illustration, and video-based social media content.

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

- Collaborated with Client Services and Product to design, build, and optimize digital and social advertising campaigns for several small to large sized CPG-focused clients.
- Designed and built end-to-end user journeys for two monthly campaign rollouts.

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

- Partnered with the Sales and Digital Marketing teams to design and optimize up to thirty static and dynamic display advertising units monthly curated for several small to large B2C and B2B brands.
- Designed, iterated on, and launched a web-based tool for customers to build their own dynamic display ad units.

#### **Digital Designer | Martini Media Inc. | San Francisco, CA | Jan 2011 – Jun 2011**

- Designed and built custom static and rich media display ad units monthly for digital advertising campaigns.

## EDUCATION

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**Certificate of Completion, UX Design 2014 | General Assembly, Santa Monica, CA**  
**BFA, Graphic Design, 2008 | California Polytechnic State University, Pomona, CA**

## SKILLS AND TOOL SET

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### People development | 6 years

- Experience in mentoring and managing creative personnel and direct reports with diverse backgrounds, skillsets, and working styles.
- Established creative leadership principles that cultivate personal well-being, a growth mindset, and professional development by demonstrating honesty, integrity, and creative excellence.

### Creative lead and project management | 8 years

- Comprehensive experience in leading, concepting, capturing, and optimizing content comprised of copy, photography, animation, video, and illustration for both websites and social media channels like Facebook, X, Instagram, YouTube, and TikTok.
- Experience in building and managing creative workflows using tools like Wrike, Trello, Basecamp, Microsoft Projects, and Microsoft Planner.

### Digital and social marketing | 10 years

- Experience with tools like Sprinklr and Brandwatch for gathering and interpreting channel metrics and audience data for reporting and optimization purposes.
- Hands-on research and development within social media platforms for identifying and participating in culture-based, trending moments.

### Visual design and content creation | 14 years

- Advanced working knowledge of visual and motion design using Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Animate, Firefly).
- Industry experience in crafting cohesive user experiences across a digital ecosystem using tools like Figma and Adobe XD.
- Hands-on experience with photo and video capture and editing using tools, techniques, and workflows in Adobe Lightroom, After Effects, Premiere, and Audition.

