



AARON HALBIG

DIGITAL DESIGNER, MARKETER

ABOUT MYSELF

Digital Designer. Marketer. Critical Thinker. Problem solver. Helping businesses deliver their best with User-Centered Design, Data and Analytics to meet customers where they are.

Passionate about process and quality. I live creatively.

CORE COMPETENCIES

Adept in:

Photoshop, Illustrator, Data Studio, Adobe XD, writing/editing, Jira, Adobe Premiere Pro, Microsoft Suite, Miro, communication, collaboration, HTML5, CSS, project management

Currently Learning:

Fusion 360, Figma, Certified Associate project Management Certificate

Personal Skills:

Teamwork, Collaboration, Innovation, Creativity

CONTACT INFORMATION

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12005 Phoenix Ave NE Apt B Albuquerque, NM 87112

WORK EXPERIENCE

DIGITAL CONTENT SPECIALIST

CNM Ingenuity, Inc. | 2018-Present

Website Design and Development for 15+ programs
Develop and Implement Organization-wide Brand Standards
Develop and present content training for program specialists
Oversee all content created
Manage work with outside consultants
Develop and Deliver robust analytics and Data Dashboards for all programs and websites
Implement SEO standards and practices for CNM Ingenuity sites
Develop new Project Charters, including team creation, buy-in, phasing and project management through completion and launch.

INTERACTIVE & GRAPHIC DESIGNER

Visit Albuquerque | 2016 to 2018

Project management for incoming design requests
Interdepartmental communication, coordination and project delivery
Web design using HTML and CMS systems
Print production for local and national advertising campaigns
Collateral design - Official Albuquerque Visitors Guide, Visitor Center Brochures, and Sales Collateral
Digital ad design and tracking

INTERACTIVE & GRAPHIC DESIGNER

NICOR Lighting | 2014 to 2016

Manage website featuring catalog of over 2000 products
Print Production for catalogues, product packaging & display, and national sales force communications
Product showroom and display environmental design
Design and manage new product launches
Product launch microsite design using Concrete cms
Motion Graphics Design

EDUCATIONAL HISTORY

Southwest University of Visual Arts, Albuquerque.

B.A in Fine Arts - Graphic Design & Marketing.
2007 to 2011

University of New Mexico

Pre-Engineering
2004 to 2006

CERTIFICATES & ACHIEVEMENTS

Google Data Studio Certificate
Winning Team - 2017 Google Startup Weekend Competition - Delivery App
2010 Student Addy Award Winner
National Student Advertising Competition Presentation Team 2009, 2010 and 2011