

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

Bellevue, Washington | P: 425-389-9764 | E: [aajbrill@gmail.com](mailto:aajbrill@gmail.com) | [Online Portfolio](#) | [LinkedIn Profile](#)

### **WORK EXPERIENCE**

---

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

- Partner with in-house teams and external vendors to provide clients with user-centric creative solutions
- Implement, document, and evolve RACI and workflow processes for the ideation, production, and completion of client deliverables with cross-functional teams.
- Lead the conceptualization and execution of immersive presentations, digital eBooks, interactive websites, digital and in-person events, digital display advertising, and social media content creation for consumer and enterprise-based clients like Microsoft and Acer.

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

- Partnered with stakeholders across Microsoft Azure, Dynamics 365, and Power Platform to pitch, design, and launch branded social media content for B2B and B2C audiences — with accessibility, diversity, and inclusion 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 unique 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 copy and design team to develop a high volume of branded social media content for Microsoft Surface, HoloLens, Band, Xbox, Windows, and Store.
- Developed a monthly production cadence for design, photography, motion, 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 yearly.
- Designed and pitched the visuals for the end-to-end user journey that accompanied each campaign proposal.
- Built the user flow, wireframes, and front-end development for each campaign landing page digital experience.

#### **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

---

**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

---

### **Visual, UX, and Interaction design | 13 years**

- Creative Cloud (Photoshop, Lightroom, Illustrator, InDesign, After Effects, Premiere, Animate, XD), Figma

### **Presentation design | 10 years**

- Microsoft 365 (Word, PowerPoint, Excel), Keynote

### **Art and Creative direction, Content creation | 7 years**

- Concepting from Visual design, photography, animation, video, and illustration for social and digital advertising

### **Creative project management | 6 years**

- Wrike, Trello, Basecamp, Jira

### **Remote collaboration | 5 years**

- Microsoft Teams, Zoom, Slack, SharePoint, OneDrive, Miro