AARON MORRISON

Art Director / Senior Visual Designer
Brand Systems, Integrated Campaigns, Digital + Print

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ABOUT

Art Director and Senior Visual Designer with experience developing brand systems and integrated campaigns across consumer, automotive, healthcare and nonprofit brands. Work spans digital, email, paid media, social, web, print, packaging and presentations, with a focus on clear, consistent creative across channels.

Hands-on from concept through production, with strong experience in campaign development, visual systems and production-ready execution. Uses generative AI and AI-assisted creative workflows for ideation, exploration and development while maintaining brand consistency and craft.

SKILLS

Design & Art Direction
Art Direction, Brand Systems, Integrated Campaigns, Visual Storytelling, Typography, Layout, Editorial Design, Presentation Design

Digital & Campaign
Email Design, Landing Pages, Paid Media, Social Campaign Assets, Display Advertising, Web Design, Infographics

Production & Systems
Print Production, File Preparation, Direct Mail, Packaging, Scalable Design Systems, Quality Control

Tools & AI
Adobe Creative Cloud, Photoshop, Illustrator, InDesign, Figma, PowerPoint, WordPress, Workfront, Generative AI, Structured Prompting, AI Creative Evaluation, AI-Assisted Creative Workflows

EDUCATION

Portfolio Center
Graphic Design Program

Kennesaw State University
Web Design Coursework

Walters State College
Fine Arts

EXPERIENCE

Art Director / Senior Visual Designer (Independent)
Atlanta, GA | 2025 - Present

Provide art direction and hands-on brand design across brand systems, integrated campaigns, digital experiences, packaging, presentations, and communications. Translate strategy into cohesive creative across digital and print channels.

Art Director
MarkeTeam - Atlanta, GA | 2017 - 2025

Led visual direction and execution for integrated campaigns supporting Mayo Clinic, UNICEF USA, The Humane Society of the United States, and Operation Homefront.

Translated complex fundraising and healthcare messaging into cross-channel creative across email, social, display, web, presentations, and print.

Designed and published 100+ WordPress case studies and thought-leadership articles, combining custom graphics, editorial layout, data visualization, and responsive web presentation.

Senior Art Director
Epsilon - Atlanta, GA | 2013 - 2017

Produced brand-aligned campaign, launch, proposal, and sales-support materials for Jaguar Land Rover across digital, print, web, mobile app, dealer communications, and presentation channels supporting global launches and national programs.

Designed a multi-email engagement cadence and supporting web, print, sales, and dealer materials for Jaguar Engage, while also supporting Land Rover Engage and dealer communications.

Associate Design Manager
Georgia-Pacific - Atlanta, GA | 2011 - 2012

Managed design development and production for Dixie tabletop products spanning poly, corrugate, private-label, and multiple-size packaging formats, coordinating with agencies, engineers, vendors, printers, project managers, and marketing teams.

Adapted designs and maintained production accuracy across packaging and in-store materials for Sam's Club, Costco, Target, and other major retailers.

Senior Designer
Procter & Gamble / Nioxin - Atlanta, GA | 2008 – 2009

Designed and adapted packaging, trade marketing, and presentation materials across domestic and international markets during the acquisition and integration of Nioxin.

Coordinated with marketing, regulatory, production, and vendor teams on dielines, artwork revisions, approvals, and final release.

Creative Director
Car Media, Inc. - Atlanta, GA & San Diego, CA | 2003 - 2008

Led art direction, editorial design, advertising layout, and production for Atlanta Cars Magazine, directing up to six designers on a fixed weekly schedule for issues averaging approximately 100 pages.

Following the acquisition by PRIMEDIA, relocated from Atlanta to San Diego to help launch San Diego Autoguide, establishing layout systems, photography standards, advertising templates, and production workflows.