

# Aaron Heirtzler

*Creative Director • Designer • Developer • Photographer*

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## **Director of Design**

*Mountain Motion Media (May 2017 - Present)*

- Project lead and lead developer for all interactive/web based client projects.
- Assists with video and photography capture and editing for client projects.
- Supports marketing team to develop client e-mail and social marketing campaigns.
- Functions as agency authority for technology and design in all web based projects during client interactions and throughout project development.
- Assists in creating agency and client printed marketing materials from concept to printing and delivery.

## **Director of Web Design and Development**

*Ballantine Communications, Inc. (January 2014 - Present)*

- Project lead and primary front end developer for the redesign/development of the award winning Durango Herald website.
- Director and lead UI/UX designer responsible for design and development, testing, and maintenance of the numerous company owned, web based products using a number of different platforms and web based technologies focused on responsive website design.
- Works with marketing department to develop e-mail and social marketing campaigns from conceptualization, to execution, to collecting analytics and reporting.
- Works closely with senior management and internal company clients to develop materials and graphics for both internal and public facing sales materials.
- Assists with photography capture and editing for company projects.
- Conducts user testing with multiple company online properties.

## **Web Developer/Designer/Illustrator/Photographer**

*Aaron Heirtzler Creative (November 2002 - June 2016)*

- Owner/operator of Aaron Heirtzler Creative specializing in offering a wide range of creative services to a list of diverse clients worldwide.
- Developed web sites for a variety of clients on a number of platforms that functioned as both marketing and e-commerce tools and were highly successful in driving traffic and business to the clients' websites.
- Primary designer creating online and print marketing and sales materials as well as product design and packaging to a custom golf technology and manufacturing company.
- Worked as the primary designer to a company that delivered marketing services to upscale resort properties. Materials received both print and digital distribution globally.
- Managed printers and online marketing vendors on behalf of clients to assure quality and timely delivery of marketing materials.
- Created original photography and video content for a wide range of projects and events.

## **Web Marketing Manager**

*ProfitStreams (November 2009 - June 2010)*

- Responsible for promoting the ProfitStreams brand in a wide range of web based media including the corporate website, email marketing and social media.
- Designed new company logo, brand book, website and other marketing materials to assist in creating a consistent brand image for the startup company.
- Conducted user testing with the company website and company developed applications.
- Created numerous marketing material for both online and print delivery.

## **Web/Graphic Designer**

*Syndicom (January 2008 - April 2009)*

## **Web/Graphic Designer/Photo Editor/Office Manager**

*Andrew Clark Photography (July 2006 - January 2008)*

## **Web/Graphic Designer**

*Tehama/Izod G (December 2005 - July 2006)*

## **Multimedia Designer**

*United States Army Pentagon (August 1999 - November 2002)*

## **Education:**

*University of Oregon*

BA - Multimedia Design (2005)  
Cum Laude

*Northern Virginia Community College*

AS - General Studies (2002)  
Magna Cum Laude

## **Skillset:**

Team Management  
Project Management  
Digital Design  
UI/UX Design  
Print Design  
Web Development  
HTML5/CSS3  
Marketing  
Social Media  
Photography  
Video

## **My Tools:**

OSX  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Lightroom  
Wordpress  
Magento  
Axure  
GitHub  
Atom  
Microsoft Office Suite  
Google Tools

## **Notable Experience:**

### **U.S. Army**

*Multimedia Illustrator*  
1996-2002

### **Fort Lewis College**

*Adjunct Instructor*  
Interactive Design (Art 380)

## **Misc. Volunteer/Environmental/Charity Work:**

- *Park Elementary School*
- *Conservation Lands Foundation*
- *SUP Survivors*