
Jeffrey Aikens

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Senior Art Director

Experienced top-performing Senior Art Director with a natural aptitude for business and marketing. Excellent cross-functional abilities include understanding creative direction, maintaining brand consistency, and juggling multiple projects, priorities, and deadlines. Technical expertise balanced with an easy-going nature, and excellent relationship-building skills allow me to connect with clients and execute their vision clearly across a wide variety of media.

WORK EXPERIENCE

Educational Testing Service (ETS) • Princeton, NJ • Full-time • 09/2014 - 01/2024

Graphic Designer

- Managed multiple projects and motivated designers to produce their best work. Received recognition from higher management for maintaining high standards for this global brand.
- Collaboration with cross-functional teams to develop creative concepts and assets, resulting in improved brand perception and client satisfaction.
- Designed materials that won multiple NJ Astra Awards and were published in Graphic Design USA. Created Trade Show graphics and marketing collateral for ETS and its products.
- Designed web pages, social media and micro-sites for ETS and all its brands keeping everything within brand guidelines, all products had their own specific brand standards.

D4 Creative Group • Philadelphia, PA • Full-time • 05/2003 - 06/2010

Art Director /Flash Animator

- Led a team of designers to create 95% of all banner ads and flash animations resulting in increased brand recognition and user engagement.
- Design all types of collateral: print, web, TV, aerial, billboards and LED stadium animations for Comcast, Charter Communications, 1&1 Internet, and Motorola.
- Collaborated on campaigns and experiences across multiple mediums, ensuring consistency and executing within brand strategy.

BFW Advertising • Boca Raton, Florida, United States · On-site • 05/1998 - 05/2003

Art Director

- Multiple Addy's Responsible for design and production of all types of media for a variety of clients.
- Clients included Lens Express, Hublot, Current Builders, and Anda Pharmaceutical.
- Brainstormed and designed campaigns and experiences across multiple mediums. Maintained consistency across all consumer touchpoints. Improved the company's visual language and brand recognition.

Tvfarmer Designs • Greater Philadelphia Area • 01/1998 - Present

Freelance Designer, Art Director, Photo Retouching

- Designed banner ads for PEW Environmental Group on various topics such as rainforest conservation, protection of River Herring and Shad, and safeguarding Nevada's Gold Butte.
- Created unique content for diverse campaigns, ensuring a consistent brand message across all platforms.

EDUCATION

BFA in Communication Design

Wilkes University

Minored in Printmaking and Sculpture

AWARDS & SCHOLARSHIPS

2019 NJ CAMA ASTRA - 2 Gold, 2 Silver, 1 Bronze

NJ CAMA ASTRA • 10/2019

2018 NJ CAMA ASTRA - 3 Silver, 3 Bronze

NJ CAMA ASTRA • 10/2018

2017 NJ CAMA ASTRA - 2 Gold, 2 Silver, 1 Bronze

NJ CAMA ASTRA • 10/2017

Multiple Awards For "InHouse Design Issue" 2017, 2018, 2019

Graphic Design USA • 08/2015

SKILLS & INTERESTS

Adobe XD, Adobe XD, After Effects, Agile, Animation, Art Direction, Attention To Details, Axure, Brainstorming, Branding, Brand Strategy, Corporate Identity, Creative direction, Creative Solutions, Figma, Global, Graphic Design, Icon design, Iconography, Illustrator, Logo Design, Mentoring, Photoshop, storytelling, typography, UI, UX, web design, Wordpress, Classic Cars, Home Improvement, Woodcarving, Woodworking