

AARON HARTMAN

Ada, OK
www.aaronhartman.design

[405.808.2670](tel:405.808.2670)

amhartman.design@gmail.com
www.linkedin.com/in/aaron-hartman/

SENIOR GRAPHIC DESIGNER | CREATIVE STRATEGY & BRAND LEADERSHIP Build and Maintain Brand Identity | Create Engaging Experiences | Drive Measurable Results

Senior Graphic Designer and creative leader with nearly 8 years of experience guiding brand strategy, creative execution, and cross-functional collaboration. Proven track record overseeing brand integrity, reviewing and approving creative from internal teams and external vendors, and shaping creative direction to support organizational growth. Adept at mentoring designers, managing vendors, and aligning creative output with business objectives through data-informed decision-making. Experienced in digital, print, motion, and multimedia production with a strong emphasis on consistency, quality control, and audience impact.

Core Expertise:

- Visual Design & Layout | Typography | Iconography | Illustration
- Brand Creation & Utilization | Digital / Print Media | Presentation Design
- Environmental Design | Creative Strategy | Campaign Development

TECHNICAL SKILLS

- Adobe Creative Cloud
 - Illustrator, InDesign, Photoshop, Premiere, After Effects, Audition, Adobe XD
- Other
 - Microsoft: Word, PowerPoint; Webflow, Figma, WordPress, Canva

PROFESSIONAL EXPERIENCE

True Sky Federal Credit Union, Oklahoma City, OK

2023 - Current

Senior Graphic Designer

Provided strategic creative leadership, blending design expertise with data-driven marketing to strengthen brand presence, elevate member experience, and drive organizational growth. Partnered with senior leadership to align creative strategy with business objectives, ensuring campaigns delivered measurable results and long-term impact.

- Serve as a **brand steward and creative authority**, responsible for the **brand trajectory** and ensuring consistency across all marketing, digital, print, and vendor-produced materials.
- **Review, approve, and provide direction** on creative deliverables from internal designers and external vendors, ensuring adherence to brand standards, messaging, and quality expectations.
- Partner with executive leadership to **define creative strategy**, aligning campaigns with organizational goals, compliance requirements, and member experience standards.
- Oversee development and execution of **multi-channel campaigns** across digital, print, email, and in-branch environments.
- Lead creative planning for major initiatives, balancing timelines, budgets, and resource constraints while maintaining high production quality.
- Manage vendor relationships and creative workflows, negotiating contracts and reducing print costs by **20%** while maintaining production standards.

- Author and maintain **brand guidelines, creative briefs, review processes, and approval workflows** to streamline production and ensure accountability.
- Collaborate cross-functionally with marketing, operations, and leadership to support both short-term campaigns and long-term brand growth.

Key Achievements:

- Directed a campaign that generated a **54% increase in loan origination within one month** (+\$2M monthly in Q4 2024, with **24% YoY growth in 2025**).
- Increased auto and HELOC loans by **45%** and doubled home loans through early 2025 campaigns.
- Oversaw social media campaigns, achieving an increase of a **45% CTR and 20% conversion rate**, exceeding industry benchmarks.

PPLSI, Ada, OK

2017 - 2023

Visual Designer

Delivered high-impact design solutions that supported nationwide sales initiatives, brand consistency, and large-scale events. Collaborated closely with sales, marketing, events, and compliance teams to ensure creative execution aligned with business goals and industry standards.

- Reviewed creative materials for **brand compliance and messaging accuracy** in collaboration with sales and compliance teams.
- Supported large-scale production workflows for national campaigns and events serving **15,000+ attendees**.
- Expanded internal capabilities by introducing **motion graphics and animation**, improving content engagement and production efficiency.
- Collaborated with cross-functional stakeholders to ensure creative assets met business, legal, and brand standards.

Freelance Designer, Ada, OK

2010 - Current

Built and directed creative solutions for diverse clients, ranging from small businesses and non-profits to corporate partners. Recognized for translating client visions into impactful branding, marketing, and digital strategies that supported long-term growth.

- Partnered with business owners and directors to **define creative strategy**, shaping logos, visual identities, campaigns, and digital experiences tailored to organizational needs.
- Oversaw **end-to-end design processes**, from concept development through delivery, ensuring alignment with client goals, timelines, and brand vision.
- Acted as **creative lead and project manager**, overseeing timelines, deliverables, client approvals, and vendor coordination.
- Produced versatile creative assets, including **social media campaigns, print collateral, logos, and multimedia content**, some of which remain in use today as part of lasting brand systems.

EDUCATION AND PROFESSIONAL DEVELOPMENT**Master of Business Administration**, General, Life Pacific University, San Dimas, CA**Bachelor of Fine Arts (BFA)**, Graphic Arts, East Central University, Ada, OK

LinkedIn Certificate: Branding for Designers

Certificate of UX Design Essentials, Udemy Online Course