

# AARON HARTMAN

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Ada, OK  
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## GRAPHIC DESIGNER | MARKETING PROFESSIONAL

### Build and Maintain Brand Identity | Create Engaging Experiences | Drive Measurable Results

Performance-driven and creative professional with nearly 8 years of experience. Data and results-oriented, with proven success in translating insights into measurable growth. Resourceful, motivated, and meticulous, with a strong history of producing impactful communications that strengthen customer experience and company culture. Effective communicator who fosters collaboration, understands client and member needs, and delivers innovative, business-aligned solutions. Passionate about user experience, culture-building, and leveraging design to drive organizational goals.

#### 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

### 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.

- Directed the development and execution of **multi-channel campaigns** across digital, print, and in-branch platforms, expanding brand recognition and deepening member engagement.
- Championed a **member-first design approach**, collaborating with executives to redesign the digital banking experience, significantly improving usability and meeting evolving brand standards.
- Negotiated and managed vendor relationships, reducing marketing print costs by **20%** while maintaining quality and brand consistency.
- Authored **brand guidelines, creative briefs, executive-level presentations, and visual storytelling** to unify messaging across platforms, vendors, and internal teams. Securing buy-in for key initiatives and influencing budget approvals.
- Partnered cross-functionally to foster a culture of innovation, ensuring design and marketing supported both immediate objectives and long-term growth strategies.

#### Key Achievements:

- Directed a campaign that generated a **124% 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 email campaigns achieving **45% CTR and 25% 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.

- Designed and produced **sales enablement tools** (flyers, presentations, social graphics, event collateral, infomercials) used by thousands of associates nationwide to promote product growth.
- Enhanced **sales engagement and customer responsiveness** by refining typography, layouts, and brand direction to strengthen storytelling.
- Partnered with event leadership to shape the **visual experience** of annual conventions with up to 15K participants, producing presentations, stage visuals, and promotional assets.
- Ensured compliance and brand integrity by reviewing materials with sales and compliance teams.
- Introduced **motion graphics and animations** to expand digital storytelling and elevate the organization's marketing capabilities.

**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.
- Earned repeat business and referrals by cultivating strong relationships and establishing a reputation as a trusted creative advisor.
- 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