

# AARON RAUTH

Greater New York area  
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## SENIOR DESIGNER

Passionate and effective visual communicator and leader, enthusiastic about concept development, with a proven track record of continually improving the efficiency of systems and processes. Proactively addresses challenges with openness, collaboration, and a can-do attitude. Pushes creative boundaries to lead teams to exceptional solutions within deadlines.

## CORE COMPETENCIES

Art direction | Project management | Process development | Workflow optimization  
Concept ideation & development | Brand identity | International and multilingual design | Training

## TECHNICAL SKILLS

- Adobe Creative Cloud: InDesign | Illustrator | Photoshop | Acrobat Pro | Lightroom | Dreamweaver.
- Microsoft365: Teams | Excel | PowerPoint | Word | Outlook.
- Google Workspace: Gmail | Sheets | Docs.
- Global Regular Expression Print (GREP) / RegEx | Typography.

## EXPERIENCE

**Spin Master Games, Long Island City, NY**

**February 2021 - May 2023**

**Senior Designer, International Games**

**August 2021 - May 2023**

Pioneered the process and lead design for International Games Brand Design and localization for all categories of tabletop games globally.

- Oversaw and approved external vendors work before transitioning all localization of mainline games packages and products to our in-house production team to 18 languages markets. Shifting these projects in-house saved the company approximately \$60,000 in the first year.
- Facilitated a training presentation of written step-by-step best practices for the product and packaging localization process for Product and Brand Design Teams, improving interdepartmental collaboration and efficiency.
- Re-branded Editrice Giochi srl., a \$10 million dollar subsidiary of Spin Master and one of the largest game distributors in Italy and Greece with a history of over 80 years.
- Lead direction for product and lifestyle photo shoots for packaging and product including talent selection, and wardrobe and scene styling.
- Spearheaded the use of Adobe Libraries for Brand Design and Production teams and maintained over 100 elements of packaging text, iconography, and branding graphics to meet Spin Master internal, domestic, and international legal requirements.

**Contractor, International Localization Designer**

**February 2021 - August 2021**

Oversaw production design and project management for all International Games.

- Managed two vendor relationships to facilitate the design and production for converting board games from English to 18 single-language variants for localized markets.
- Reduced production time by up to 40% by implementing automation and training five Production team members through individualized coaching and written instruction guides.

**Melissa & Doug, Wilton, CT**

**October 2018 - September 2020**

**Digital Designer**

Created product graphics for all e-commerce sites. Supported sales and trade show teams, as well as affiliate independent stores for all graphic needs. Produced two B2B catalogs annually.

- Oversaw all brand and category graphics across e-commerce platforms for both domestic and international markets in Spanish, German, French, Italian, and Portuguese.
- Trained new team members in brand practices and processes.
- Created templates for all product page graphics and automated the process to simultaneously build across six languages through with the data-driven graphics capabilities with Photoshop and Excel.
- Redesigned the Melissa & Doug B2B 2020 Catalogs for domestic and international customers— approximately 350 pages together—and used RegEx (GREP) formatting to consolidate typography styles in order to streamline and expedite processes and to reduce errors.

- Developed new company brand look and assisted in brand guide development to be ADA compliant.
- Designed graphics for booths at the largest toy trade shows in the world including Nuremberg, Hong Kong, London, and Toy Fair New York. Installed graphics on site for the 11,000 square foot booth at Toy Fair New York.

**IN Connected Marketing, Norwalk, CT**

**May 2015 - September 2018**

**Art Director**

January 2017 - September 2018

Created both print and digital shopper marketing materials and campaigns for dozens of brands for clients including Newell Brands, Edgewell Personal Care, Reckitt, J.M. Smucker's, and Heineken.

- Helped to develop the 2018 key visual for the disposable razor product lines on Edgewell Personal Care brands.
- Designed storyboards and animated GIFs for a number of products to be featured across social media platforms.
- Worked on developing key visual graphics for the Heineken portfolio of products including Heineken's After Work campaign, and Major League Soccer partnerships with Buffalo Wild Wings and Applebee's, as well as promoting occasions such as Cinco De Mayo and Mexican Independence for imports.

**Junior Art Director,**

May 2015 - January 2017

Developed the scope of work on the Newell Brands portfolio from quick-turn web banners, email blasts, and flier inserts to more creative, national in-store destinations: displays and aisle re-inventions for their craft products specifically, including their evergreen "Craftopia" campaign.

**Rauth Design**

**2011 - Present**

**Freelance Designer**

Graphic design services including logos, branding, brochures, event programs, advertisements, illustration, and web design.

**Journal Tribune, Biddeford, ME**

**August 2013 - November 2013**

**Graphic Designer**

Typesetting, page layout, and print advertising design for a daily newspaper.

**Portland Magazine, Portland, ME**

**November 2012 - February 2013**

**Graphic Intern**

Page layout, editorial design, advertising, photo illustration, production, and some copy writing.

**CEH Design, Bethel, CT**

**2011 Fall Semester**

**Intern**

Develop and design print promotional materials for dozens of private schools.

## **EDUCATION**

**Sacred Heart University, Fairfield, CT**

**Bachelor of Arts, Art, and Design. Major GPA: 4.0**

Minors: Music Performance; Honors Studies