

# Aimee Ajane

## SOFTWARE SKILLS

Adobe Creative Suite

Illustrator

Photoshop

InDesign

AfterEffects

Premiere Pro

Figma

MailChimp

Klaviyo

Microsoft Office Suite

Shopify

Wordpress

## DESIGN SPECIALTIES

Branding/Identity

Email Design

Event Design

Graphic Design

Packaging Design

Presentation Design

Photo Retouching

Print Design

Producing (Photo/Video)

Production Design

Project Management

Web Design

## QUALITIES

Organized

Quick Learner

Responsible

Efficient

Excellent Communicator

## EXPERIENCE

### DECKED (APRIL 2022 - JUNE 2025)

ASSOCIATE CREATIVE DIRECTOR (FEBRUARY 2025 - JUNE 2025)

- Partnered with cross-functional teams (marketing, sales, product development) to launch 10+ projects on schedule, increasing campaign efficiency and alignment across departments.
- Led and managed diverse production teams (photographers, videographers, editors, designers), delivering high-quality creative assets while upholding brand standards and visual consistency.
- Spearheaded integrated marketing campaigns across digital, social, and traditional channels, driving 20% higher engagement and supporting successful product launches with cohesive brand storytelling.

CREATIVE PRODUCER (JUNE 2024 - FEBRUARY 2025)

- Created scalable, effective, repeatable, and predictable production machine to increase DECKED's marketing effectiveness.
- Took the lead on planning and managing production projects within the creative team ensuring all final assets are delivered to a consistently high standard, on budget, and on time.

GRAPHIC DESIGNER (APRIL 2022 - JUNE 2024)

- Led the rollout of company-wide rebranding, developing a cohesive visual system that aligned with the updated brand identity across all platforms.
- Designed and delivered multi-channel creative assets for print, digital, events, website, sales, and product development, ensuring brand consistency and cross-functional impact.

### CHUMS | SUN VALLEY, ID (NOV 2017 - MAY 2020)

ART DIRECTOR/GRAPHIC DESIGNER

- Led the production of catalog, website, and tradeshow graphics, ensuring cohesive brand representation.
- Directed studio photography sessions for all catalog and website needs, overseeing all post-production work.
- Conceptualized and executed new packaging designs for over 120 products, enhancing brand appeal and product visibility.
- Designed and implemented a new Shopify website, resulting in a 50% increase in sales within the first year.
- Sole designer responsible for creating graphic assets across all departments, including sales, product development, marketing, customer service, and web.

## EDUCATION

### CHAPMAN UNIVERSITY | ORANGE, CA (MAY 2013)

BACHELOR OF ARTS IN GRAPHIC DESIGN

MINOR IN LEADERSHIP AND ATHLETIC PERFORMANCE

- Played D3 college soccer, as a captain lead the team to D3 NCAA playoffs in 2013
- Interned for Warner Brother Records and also a clothing company called Ever/After

🌐 [www.aimeeevans.com](http://www.aimeeevans.com)

📞 208.720.9378

✉️ [evans.aimee24@gmail.com](mailto:evans.aimee24@gmail.com)