



Aaron Shyr

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EDUCATION

Purdue School of Engineering and Technology, IUPUI

Bachelor of Science in
Computer Graphics Technology
Graduated May 2013
IUPUI Top 100 Student 2013

DESIGN SKILL

Advertisement
Branding
Color Theory
Data Visualization
Email Design
Iconography
Illustration
Infographics
Layout
Logo Design
Marketing Collateral
Motion Graphics
Packaging Design
Presentation Design
Social Media Marketing
Storyboarding
Typography
Website Design

TECHNICAL SKILL

Bilingual in English and Chinese
2D and 3D Design
Adobe AfterEffects
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe Premiere
Figma
Blender

COMMUNITY CONTRIBUTIONS

- Volunteer for Ladies Who Paint, first all female mural festival, *San Diego, CA (2019)*
- Contributing Artist to Indy Film Fest The Bigger Picture Show, *Indianapolis, IN (2015 - 2019)*
- Keynote speaker for Creative Mornings Topic: "Genius", *Indianapolis, IN (2017)*
- Pattern Magazine Artist Interview, *Indianapolis, IN (2017)*
- Contributing Artist to The Monster Project Organization, *International (2017)*

RELEVANT EXPERIENCE

Walmart Connect, Brand Strategy Designer

Jun 2023 - Present, San Bruno, California, US. Hybrid

Executed Walmart Connect's Brand Strategy & Creative marketing collateral, encompassing presentations, case studies, data sheets, videos, animations, and email templates. Collaborated seamlessly with cross-functional teams, ensuring a unified approach to design while meeting strict timelines and due dates.

Freelance Graphic Designer, Illustrator, and Motion Designer

Aug 2015 - Present, Various Locations

Awaken (IN): Provided branding for a strength training gym.

EyeSeeYou (CA): Developed branding, website, and social media content for a budget-friendly anti-blue light glasses startup.

Jailbird (IN): Created branding and mural design for a bar & restaurant.

[komäfi] (IN): Contributed to branding, apparel, and social media content for a fashion brand.

LAS Productions (CA): Executed branding and presentation templates.

15 Years Later (CA): Served as Production Artist and background animator for a Snoop Dogg-supported animation.

The Normies (IN): Designed apparels for a YouTube vlogging channel (741.6K+ subscribers).

Snapchat AR (CA): Contributed as a filter designer and illustrator for AR Creator Residency 2019.

TENET (OH): Developed branding for a VFX/3D motion graphics studio.

Purple, Senior Graphic Designer

Aug 2022 - May 2023, Utah, United States. Remote

Created execution plans, conceptualized design projects, and delivered retail signage, digital assets, packaging, video editing, animations, email, and website banners. Collaborated with cross-functional teams to ensure user-friendly products and brand consistency.

SellX, Illustrator & Motion Graphics Designer

Jan 2022 - Aug 2023, New York, United States. Remote

Established an illustrative style to match brand guidelines. Created original illustrations for icons, brand merchandise design, and social media graphics. Collaborated with CMO and art director on commercials, social media motion graphics, demonstration reels, and animated banner ads.

Raindrop Marketing, Designer and Motion Graphics Designer

Dec 2019 - May 2020, San Diego, California, United States. Onsite

Designed branding projects for B2C clients, website and email designs, motion graphics advertisement pre-production & post-production, packaging design, marketing collateral, and created viral content for social media marketing.

Hogarth Worldwide, Screen Production Artist & Illustrator

Aug 2019 - Sep 2019, San Jose, California, United States. Onsite

Transcreated and illustrated localized content for screen imageries with Photoshop. Featured on marketing materials for seven Southeast Asian countries for Keynote Presentation during and after WWDC 2019.