

# Aaron Nizio

GRAPHIC DESIGN | ILLUSTRATION | WEB DESIGN

## >> Summary

Creative and results-driven Senior Art Director, Designer and Digital Strategist with 20+ years of experience in branding, advertising, web design and multimedia. Adept at transforming concepts into compelling visual narratives across digital, print and social platforms. A natural leader with a sharp eye for detail, strong technical skills and a passion for innovation. Thrives in fast-paced environments, balancing creativity with strategy to drive engagement and business growth.

## >> Experience

*May 2016–present*

**J. Fitzgerald Group** | Lockport, NY  
Senior Art Director & Web Designer

*April 2007–April 2016*

**In-Room Plus, Inc.** | Buffalo, NY  
Senior Art Director, *Dec 2011–Present*  
Art Director, *Apr 2007–Dec 2011*

## >> Education

*May 2002*

**Rochester Institute of Technology** | Rochester, NY  
Bachelor of Fine Arts Degree (BFA)  
Major: Graphic Design | Dean's List—GPA: 3.4

*March 1999*

**Art Institute of Pittsburgh** | Pittsburgh, PA  
Associate Degree in Specialized Technology  
Major: Visual Communications | Dean's List—GPA: 3.8

## >> Capabilities

- Creative direction and brand development for print, digital and multimedia campaigns
- Website design and development using WordPress, HTML & CSS
- Art direction for advertising campaigns, social media and marketing initiatives
- Design of logos, brochures, ads, signage, packaging and promotional materials
- Digital advertising design including static and animated ad creative
- Team leadership, mentoring and oversight of junior designers and creative staff
- Client collaboration, presentations and creative strategy development
- Project management including timelines, budgets and cross-functional coordination
- Trade show, environmental and large-format graphic design
- Packaging design and product branding

Check out my CV and portfolio at [mymomsfridge.com](http://mymomsfridge.com)