



## AIDEN GUINNIP

DESIGNER & DEVELOPER  
he/him/his

*"Good design is invisible"* doesn't really track with me. It's been said that when something is well-designed, you don't notice it's there, that's how easy it is to use... Well, that's not how I work. I strive to create digital experiences that people love to use and *want* to use.

I obsess over the details and enjoy transforming complex problems into simple and beautiful designs. I specialize in design systems, branding, motion graphics, and award-winning web solutions.

## TOOLS

Figma, Sketch, Illustrator, Photoshop, After Effects, Lightroom, Premiere Pro, InDesign, HTML/CSS/JS/jQuery/PHP, WordPress, InVision, Mailchimp, Power Apps

## EDUCATION

ROCHESTER INSTITUTE OF TECHNOLOGY

Graphic Design, BFA  
Advertising & PR, Minor  
UX/UI Design, Focus

## CONTACT

mail@aidenguinnip.com  
(315) 406-5596

## ELSEWHERE

aidenguinnip.com  
linkd.in/aidenguinnip



## PRODUCT DESIGNER

DIGITAL HYVE / 2022-PRESENT

Digital Hyve, a subsidiary of Butler/Till, is a marketing agency focused on small and medium-sized businesses.

- While I still work on Butler/Till projects and closely with their teams, I was transitioned to the Digital Hyve team to bring experience to and mentor the relatively new/young creative team, as well as to streamline their interactive technology structure, processes, and libraries.

## SR. DIGITAL DESIGNER

BUTLER/TILL / 2016-2022

Butler/Till is a media and marketing agency with specializing in highly-regulated industries such as healthcare and energy.

- I was the go-to designer for any project. Highly recommended among all departments, due to my strategic thinking, attention to detail, consistency, and on-time deliverables.
- Helped create user flows, interactive prototypes, and page designs for a site specifically created for a client's 15,000+ workforce to learn about and purchase marketing services
- Spearheaded the redesign of Butler/Till brands including any collateral, design systems, component libraries, and employee branding (swag/onboarding kits, ID badges, office signage, etc.)
- Worked on multiple client campaigns at once while maintaining consistent design systems from brainstorm to market. Projects include websites, branding, direct mail, email, video, etc.
- Worked with research and analytics teams to gather insight and improve upon past campaigns
- Worked with cross-functional teams to develop meaningful internal apps to engage and educate employees, further innovation, and make it easier for them to do their jobs
- Collaborated with photographers, videographers, voice talent, developers and other third-party contractors

## LEAD DESIGNER

PAIRWELL FOOD CO. / 2013-2017

Pairwell is a snack food company touting products that pair with wine and beer. I led the design of products and marketing materials.

- Expanded the brand's design system based on the existing logo
- Designed all packaging (store units, trade shows, dropship boxes)
- Designed the actual cracker shapes and the die roller used to cut them, minimizing wasted dough scrap
- Designed and developed website with integrated Shopify store
- Produced videos and motion graphics for use in paid and organic social posts. Developed social media strategies and implemented marketing campaigns across Facebook and Instagram.
- Mocked up and retouched product images for various uses
- Designed sell sheets, promo sheets, and other marketing pieces



## AIDEN GUINNIP

DESIGNER & DEVELOPER  
he/him/his

*"Good design is invisible"* doesn't really track with me. It's been said that when something is well-designed, you don't notice it's there, that's how easy it is to use... Well, that's not how I work. I strive to create digital experiences that people love to use and *want* to use.

I obsess over the details and enjoy transforming complex problems into simple and beautiful designs. I specialize in design systems, branding, motion graphics, and award-winning web solutions.

## TOOLS

Figma, Sketch, Illustrator, Photoshop, After Effects, Lightroom, Premiere Pro, InDesign, HTML/CSS/JS/jQuery/PHP, WordPress, InVision, Mailchimp, Power Apps

## EDUCATION

ROCHESTER INSTITUTE OF TECHNOLOGY

Graphic Design, BFA  
Advertising & PR, Minor  
UX/UI Design, Focus

## CONTACT

mail@aidenguinnip.com  
(315) 406-5596

## ELSEWHERE

aidenguinnip.com  
linkd.in/aidenguinnip



## LEAD DESIGNER

BERGERON COMPANIES / 2013-2016

Bergeron Companies' brands develop cushioned baby products and adaptive equipment for children with special needs.

- Designed and developed landing pages to better feature products, leading to increased sales and brand recognition
- Produced instructional product videos
- Updated and maintained packaging designs to create cohesive branding for all sub-brands and their product lines
- Designed product labels and graphics while adhering to regulatory rules and policies
- Retouched and color-corrected product images for various uses
- Redesigned product catalogs and manuals including page layout and an overall shift to a cleaner design style
- Visited local customers to understand real-world user experiences

## DESIGNER & DEVELOPER

FREELANCE / 2010-PRESENT

- Developed logos and branding solutions, complete with brand guidelines for businesses large and small
- Owned end-to-end website design and development process, publishing over eight websites for clients. Includes static sites, custom WordPress sites, prototyping, and user flow mapping to enhance the user experience.
- Developed social media strategies and implemented marketing campaigns across Facebook and Instagram
- Produced videos and motion graphics for use in advertisements and organic social posts