

Aaron Morton

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I am an experienced creative director who is passionate about delivering a compelling and memorable brand. I've built major brands and scaled high performing teams. I enjoy strategy, concept, and execution. I love problem solving and hitting business goals while maintaining a high level of design. I enjoy doing this with exceptional humans.

Contract Creative ACD/CD @ various agencies | *Nov 2022 – Present*

Strategic concept and design for brand marketing.

PayPal ACD/CD @ Media.Monks | *June 2020 – Nov 2022*

Creative director leading multiple agile consumer squads embedded at PayPal. From acquisition to engagement we launched a global re-brand on paid and owned media channels. As an integral team leader I established processes for rapid growth while managing a highly productive and successful global team of eight direct reports.

Contract Creative ACD @ various agencies | *April 2019 – June 2020*

Creative lead specializing in strategic and execution for ad campaigns, re-branding, style guides, owned and paid media channels. Agencies included Firewood Marketing, Kettle, and Swirl. Clients included Uber, Facebook, Instagram, Google, YouTube, Apple, and Intel.

Cloud Conformity Design Director | *August 2018 – April 2019*

Creation and refinement of the Cloud Conformity brand style guide. Collaborated with Head of Growth and Marketing refining the product story and website optimization increasing lead generation and conversion.

Samsung & Google ACD @ Beyond | *July 2017 – August 2018*

Redesigned large portions of store.google.com, seasonal promotions, and style guides for email and digital advertising for the Pixel 2 and hardware launches. Concepted and designed touch points for Samsung's digital services like Pay, Bixby, Health, Kids, for the Note 9 launch. Channels included on-app platforms, email, digital advertising, and product videos.

GoPro ACD + Digital Team Lead | *February 2012 – December 2016*

Established the GoPro brand across all digital marketing channels and internal departments during intense growth and demand. Lead design and iteration of online store with \$200 million in annual sales. Managed and scaled the digital team of 6 reports. Invaluable experience gained from numerous hardware, software, and service product launches. Proud to have been an integral part of the best selling camera in the world.

Organic Inc. Art Director | *August 2011 – January 2012*

Developed pitch work and digital experiences for websites and interactive advertising. Client work included Nike, Visa, Intel, Pepsi, Franklin Templeton, C3, Kimberly-Clark, and WalMart.

Agency.com/Signal To Noise Art Director | *January 2008 – August 2011*

Art directed 360 digital campaigns that resulted in dramatic ROI. Clients included Apple, Bio-Rad, Ask.com, Nike, Franklin Templeton, AMC Entertainment, and eBay.

SKILLS

Creative Direction Style Guides
Performance Marketing Strategy
Interaction Design Typography
Product Launches E-commerce
Digital Advertising Design Systems
People Management Branding
Animation Video Process
Social Content Team Development
Email Marketing Web Design

EDUCATION

California State University, Chico
Bachelor of Communication Design

Certified Scrum Product Owner

AWARDS

Webby Awards 2015: People's Voice
Websites Consumer Electronics

Webby Awards 2014: Best Overall
Social Presence

Webby Awards 2014: People's Voice
Best Photography and Graphics

Webby Awards 2014: People's Voice
Best Use of Video

Cannes Lions Shortlist 2009 Rich Media
ad for Nike: Baby It's Cold Outside