# AARON JENSEN

## Senior Graphic Designer | Art Director | Creative Project Manager

773-668-9059 @ aaronjensen2020@yahoo.com aaronjensendesign.com linkedin.com/in/aaronjensen2020
Chicago, IL (Open to Remote)




## SUMMARY

Senior Graphic Designer and Art Director with 16+ years of experience leading brand, campaign and event creative for B2B SaaS, hospitality and insurance companies. Manages creative projects from brief, scope and timeline through stakeholder review and final delivery, working with Marketing, Product, UX and Development teams across locations. Built brand guidelines and Figma design systems that teams use every day, mentors designers, and uses generative AI (Adobe Firefly, Midjourney, Copilot) to cut early concept time by 45%. Looking for a remote design, art direction or creative project management role

## EXPERIENCE

### Senior Graphic Designer

**CDK Global**

2017 - 09/2026 Chicago, IL

Technology Company / B2B SaaS / Automotive Tech

- Directed creative and art direction for B2B campaigns across CDK's automotive software portfolio, owning design decisions and keeping my manager copied on final documents for occasional review and input while partnering with Marketing, Product, UX and Development teams
- Led the Fortellis brand refresh and wrote the 2025 Brand Guidelines, creating a visual system and digital asset library the design team uses daily
- Owned event branding for CDK Truck Connect and approved 100+ on-site and marketing assets, cutting revision cycles by 2 days
- Increased B2B campaign conversion rate by 35% in Q3 2025 through data-driven design iterations, targeted visual storytelling and A/B-tested email designs
- Built collaborative Figma design systems with reusable components and Auto Layout, improving team workflow efficiency by 35%
- Managed 4-7 concurrent creative campaigns, requests, timelines and review cycles in Workfront and Jira to keep multichannel campaigns on schedule
- Mentored 3 designers and 1 design intern, with 2 direct reports, through weekly critiques and coaching, reducing project delivery time by 25% based on Jira data
- Added Adobe Firefly, Midjourney and Copilot to concept development, reducing initial design phase time by 45%

### Lead Graphic Designer

**American Hotel Register Company**

2014 - 2017 Chicago, IL

Hospitality Supply & Distribution, Catalog

- Led a 2-person design team and managed a $100K creative budget, approving all final creative for hospitality marketing initiatives
- Produced 300+ concepts that improved media response rates by 35% and reduced onboarding time by 3 days through clearer visual communication
- Led concept development and design execution for 4-6 major integrated campaigns annually, alongside 6-10 smaller marketing initiatives and 2-4 large-scale projects, delivering creative across digital, print, social, email and events

### Junior Graphic Designer

**Guarantee Trust Life Insurance**

2011 - 2014 Chicago, IL

Insurance Company

- Organized and rebranded 8 key insurance plans through brand-aligned print and digital marketing materials for products, campaigns and internal communications
- Increased engagement by 40% by turning business objectives into clear visual communication for marketing stakeholders
- Redesigned the company logo and website, increasing engagement, website traffic and inquiries
- Planned and designed 4 events per year

## SKILLS

**Art Direction & Brand**

Art Direction, Creative Strategy, Brand Identity, Brand Guidelines, Design Systems, Integrated Campaigns, Visual Storytelling, Typography, Client Presentation

**Project Management**

Creative Project Management, Creative Briefs, Timeline & Budget Management, Stakeholder Management, Cross-Functional Collaboration, Remote Collaboration, Team Leadership & Mentorship, Social Media Management

**Design Specialties**

Branding, Campaign Design, Digital & Web Design, Email Design, Landing Page Design, Social Media Content Design, Event & Trade Show Design, Environmental Design, Print Design, Packaging & Merchandise Design, Photo Editing, Presentation Design

**Tools**

Adobe Creative Cloud, Photoshop, Illustrator, InDesign, After Effects, Acrobat, Figma, Adobe Firefly, Midjourney, Claude, ChatGPT, Google Gemini, Microsoft Copilot, Workfront, Jira, Excel, PowerPoint, Word

**Data & Research**

A/B Testing, Data-Driven Design, User Research

## CERTIFICATIONS

**Project Management Foundations Suite**
LinkedIn Learning

**Project Management Skills for Leaders**
LinkedIn Learning

**Designing Micro-Interactions in Figma**
LinkedIn Learning

**Figma: Using Auto Layout**
LinkedIn Learning

**Marketing Communications**
LinkedIn Learning

**How to Boost Your Productivity With AI Tools**
LinkedIn Learning

**New Age of Risk Management Strategy for Business**
LinkedIn Learning

## EXPERIENCE

### Graphic Designer

**Stone Profit Systems Inc**

2010 - 2011 Chicago, IL

B2B SaaS / Stone Industry Software

- Created print and digital marketing materials, handled production needs and daily creative requests, and maintained brand consistency

## EDUCATION

**Bachelor of Arts, Marketing, Sales & Advertising; Graphic Communications**

**University of Northern Iowa**

## REFERENCES

**Joshua Peterson**
**Creative Director, CDK Global**
773-699-7869 · joshua@sujoha.com

**Frank Nazal**
**Creative Manager, CDK Global**
847-942-8115 · frankienazal@gmail.com

## KEY ACHIEVEMENTS

**Brand System Teams Use Daily**

Led the Fortellis brand refresh and 2025 Brand Guidelines, improving brand consistency across channels by 30%

**35% Higher Campaign Conversion**

Lifted B2B campaign conversion in Q3 2025 with data-driven design iterations and A/B-tested emails

**25% Faster Project Delivery**

Ran weekly critique sessions and coaching for designers, cutting delivery time by 25% (Jira data)

**45% Faster Concepting with AI**

Built Adobe Firefly, Midjourney and Copilot into the early design phase

## AWARDS

**Super Squad Award, CDK Global**

Recognized two years in a row for creative contribution and cross-functional collaboration on CDK Truck Connect events