

STEFAN ARONSEN

San Francisco, CA
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StefanAronsen.com

Art Director at Music City SF • Jun 2015 - Jun 2016 • San Francisco Bay Area

Responsible for the design, marketing, and social media around their 7 brands: Music City Rehearsal, San Francisco Student Housing, Encore Express Hotel, The Unauthorized Rolling Stones, Rudy Colombini Band, SF Music Hall of Fame & Music City Radio. Redesigned all of the corporate identities, launched their new mobile app and took the brand to SxSW for a Bay Area Showcase.

Art Director at MAGNIFI.FM (formerly DeliRadio) • Aug 2013 - Nov 2014 • Emeryville, California

Worked closely with the VP of Product, Head of Marketing & Social Media Manager to establish and promote the brand. Increased brand awareness by updating the corporate identity, launching a new app and hosting events locally and at SxSW.

Senior Designer at GoodPeople • Jan 2012 - Dec 2012 • San Francisco Bay Area

Helped create the company's social platform for action sports enthusiasts via the web and mobile app. Launched the product at the Summer X Games Los Angeles in 2012.

Graphic Designer at Lucasfilm • Apr 2008 - Jan 2010 • San Francisco Bay Area

Designed graphics that are featured in the 2009 and 2010 style guide for Star Wars: The Clone Wars. Photographed merchandise that was created by brands that licensed Star Wars, Indiana Jones, and other Lucasfilm entertainment properties. Traveled to Comic-Con in 2009 to help promote the brand.

Specialties • Visual Design for Print, Web & Apps, Adobe Creative Suite, Social Media, Marketing, Photography, Videography, Licensing, Public Speaking, and Traveling for Work

Education

Academy of Art University

Masters, Graphic Design • 2004 - 2009

Portland State University

Bachelors, Graphic Design • 2000 - 2004

University of Oslo (UiO)

Norwegian Language • 2002 - 2002

Mt. Hood Community College

Associates, Offset Printing • 1998 - 2000

Summary

Stefan has a masters degree in graphic design and a natural ability to market and promote the things he is passionate about. In previous positions, he has been responsible for the creation, launching, and promotion of many products. He enjoys evangelizing a brand via social media as much as he excels at speaking about the product at trade shows and conventions. In many of his positions, he has designed from the office as well as on the road.