Aaron Angel

Senior Graphic Designer / Art Director

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PROFESSIONAL SUMMARY

Senior graphic designer with extensive experience in art direction, delivering visual storytelling across healthcare, pharmaceutical, and public-facing campaigns. Strong command of branding, typography, layout, and production execution across print and digital platforms. Recognized for translating complex ideas into clear, engaging design within regulated environments. Brings bonus fluency in UX, accessibility, and large-scale content systems that support creative work at scale without compromising craft.

PROFESSIONAL EXPERIENCE

Scout Marketing (now ConcentricLife) — San Diego, CA
Senior Art Director | May 2014 – Mar 2017

- Designed and art-directed pharmaceutical and healthcare campaigns across print, digital, and social channels.
- Developed and evolved brand identities, visual systems, and campaign assets within established brand and regulatory guidelines.
- Concepted and executed campaign layouts, key visuals, and design frameworks.
- Partnered with copywriters and strategists to align visual storytelling with campaign objectives.
- Guided designers and production artists to ensure consistency, quality, and efficient execution.

Clients included: Lundbeck, Jazz Pharmaceuticals, Impax, Otonomy

Wondros — Pittsburgh, PA
Director of Systems Development / Senior Digital Asset Manager | Dec 2020 – Aug 2023

- Led visual direction and hands-on design for the NIH *All of Us* Research Program across print and digital platforms.
- Served as primary designer for recruitment materials, presentations, and campaign assets used by consortium partners.
- Developed original design concepts adopted by the *All of Us* Pennsylvania Consortium, aligning national brand guidelines with regional audiences.
- Collaborated with UX designers and stakeholders to influence interface design, accessibility, and visual outcomes.

SKILLS

Senior Graphic Design & Visual Communication – Art Direction, Graphic Design, Visual Identity, Campaign Development, Typography, Layout (Print & Digital)
Execution & UX – UX/UI (Visual Focus), Accessibility (Section 508, WCAG), Production & Pre-Press, Quality Control
Tools – Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, Animate), Figma, Sketch
Systems (Supporting) – Digital Asset Management, CMS Platforms, Workflow Optimization