

# AARON SPRANSY

**CANARYCOALMINE.COM**  
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## EXPERIENCE

### **First Act // Senior Web/Print Designer** *Boston, MA // June 2011 - June 2013*

Lead Designer on all web initiatives, including a complete redesign of the firstact.com including: responsive web design, Ecommerce integration, CSS, mobile applications, branding, digital advertising, email design, HMTL5. I also designed packaging, product and logo design.

### **Canary Coalmine // Freelance Design & Music** *Milwaukee, WI - Boston, MA / 2004 - Present*

My personal/artistic work focusing on musicians, artists, film makers and independent businesses.

**Select Clients:** Polyvinly Records, Of Montreal, The Power of Love, Vital Source Magazine, Yo La Tengo, Brass Bell Music Store, The Vasco Brothers, WMSE Radio, Metro Realty, Super Noble Brothers and Jesus on the Mainline

### **Milwaukee Journal- Sentinel // Web Designer** *Milwaukee, WI // 2006 - 2009*

Medium sized design team - Online advertisement and promotions, web design, splash pages, emails, html, CSS, Flash animation, Illustration - also including: logo design, redesign, presentation and revisions of key sections on jsonline.com with use of CMS system.

### **The Idea Centre @ Skyline // Web/Print Designer** *Brookfield, WI // 2004 - 2005*

My first job out of college was a medium sized advertising agency working on combination of print and web design - full branding projects, corporate ads, brochures, logos, promotional mailing pieces, splash pages, banners ad and front-end web design.

## EDUCATION

### **UWM - University of Wisconsin,** **Milwaukee // 2000-2004**

Bachelors of Fine Art - Graphic Design

### **Lynda.com // 2008-2010**

HTML, CSS, Actionscript and Flash Courses

### **Net Tuts (net.tutsplus.com)**

2011-2012

HTML & CSS Courses

### **Inkblot Academy - Discovery World /**

*Little Friends of Printmaking // 2009*

Screen Printing Design & Production Course

## CONTRACT EXPERIENCE

### **CoachUp // UX Designer**

*Boston, MA // March 2016 - Present*

CoachUp is the largest platform for sports training services. I produce compelling web and mobile designs for CoachUp's digital properties including iOS and Android applications, desktop and mobile websites.

### **Pearson Education // Web Designer**

*Boston, MA // November - February 2016*

Redesign / rebrand of Pearson Education websites on a WordPress platform. The project included updates to the content and design of a new website as well as info graphics and illustrations.

### **Berklee Online // Senior Designer**

*Boston, MA // April - November 2015*

As part of a small, spirited creative team I lead the overall design and presentation of all things Berklee Online. This includes initiatives such as web design, digital marketing, print design, branding, email and much more. It's a superb marriage of my musical and design interests and talents.

### **Boston Globe // Cross Media Designer-Director**

*Boston, MA // November - April 2015*

A historic digital media agency evolving into a creative beast. A highly conceptual Designer / Art Director position developing print and digital experiences for the myriad of Globe brands and sites.

### **McGraw Hill / Sapient // UX Web Designer**

*Boston, MA // June - November 2014*

A long term project focused on the complete redesign of all McGraw Hill online platforms. As part of a large team I worked in conjunction with the creative team at Sapient Nitro. The project includes eCommerce, digital branding and responsive design as well as presentations to executives.

### **Mad\*Pow // Web Designer**

*Boston, MA // May - June 2014*

Off-site position working for Cigna Health Care on a new website that includes response and mobile functionality. Position involves working within a medium sized team reporting to a creative director.

### **Ramp // Web / Graphic Designer**

*Boston, MA // January - April 2014*

Position assisting with the implementation and design of a new company website. This included updates to company brand guidelines, icon design, email marketing, ebooks, trade show and 3D graphics.

### **Motiv // UX/UI Designer**

*Boston, MA // June - Sept 2013 & April 2014*

Small agency position with project work for Keurig including: UI/UX Design for their new line of coffee brewers, including interactive mock-ups, user testing, merchandising, promotional pieces and in-store displays.

### **Sapient Nitro // Web Designer**

*Boston, MA // February - March 2011*

5 person team - front-end design on Sunglasshut.com, designs for Ray-Ban, Dolce & Gabbana, Vogue and Revo - Redesigns of the main navigation, faceted navigation, layout, and product pages.

### **TJX // Web Designer**

*Framingham, MA // Oct - Dec 2010*

Working as part of the Marshalls Creative Services team - Online advertising, email design, hero image layouts, Facebook media, backgrounds and Flash animations.

## PROGRAMS/SKILLS

Illustrator  
Photoshop  
Fireworks  
InDesign  
HTML5 Animation  
HTML/CSS (handcoded)  
WordPress  
Sketch  
Invision  
Flash  
Adobe Media Encoder  
Logic/GarageBand  
Agile Work Environment  
Responsive Web Design  
Silk screening  
Illustration  
Oil and water color painting  
Sweet guitar riffs  
Snarky Humor

