

ARON MEIER

CONTACT ▾

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ABOUT ▾

Social media disruptor and design perfectionist – a 22-year-old brander with a knack for creative strategy and art direction.

From the spacing of letters to the framing of photographs, nothing escapes my eye for detail. I spot trends in order to tap into consumer behaviour or cultural phenomenons. My work is always a symbiosis between my creativity and analytical mind, because bold design fuels bold ideas, and vice versa.



SKILLS ▾

ART DIRECTION

Formulating concepts and translating them into graphic design, pitch presentations, photography and film.

InDesign

Photoshop

Illustrator

PremierePro

Keynote

STRATEGY

Researching consumer behaviour, trends, and industry in order to develop successful brand identities and strategies. Crafting smart and disruptive campaigns by leveraging consumer insights and cultural trends.

COPYWRITING

English and German writing, editing and translation for editorial and advertising.

AWARDS ▾

D&AD NEW BLOOD AWARDS 2017

Yellow and White Pencil for Snap Together For Animals

EDUCATION ▾

BACHELOR CUM LAUDE INTERNATIONAL FASHION & BRANDING

Amsterdam Fashion Institute 2014 - 2018

Developing strong brand and marketing strategies based on trend, market, and consumer research. Art directing and executing advertising campaigns.

HIGH SCHOOL DIPLOMA

Literargymnasium Rämibühl, Zurich 2008 - 2014

EXPERIENCE ▾

FREELANCE GRAPHIC DESIGNER

Studio Bon, Stockholm 2017 - 2018

Designing graphics, icons and infographics.

ART DIRECTION INTERNSHIP

Studio Bon, Stockholm 2016 - 2017

Assisting senior art directors with graphic design, pitch presentations, research, concepting and photography.