



Aaron Mivelaz

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EDUCATION

University of Louisville

BFA in Communication Art & Design (2014 – 2018)

EXPERIENCE

Rabbit Hole Distillery

Lead Designer (May 2023 – Current)

Worked closely with Creative Director and headed several campaigns. Developed an annual derby week event and all assets accompanying it. Created all digital and printed ads, OOH and POS items for Rabbit Hole products while managing Junior Designer and assisting on several packaging projects.

Designer (July 2019 – May 2023)

Worked on a marketing team, consisting of myself, an Art Director, Social Media Director and the Chief of Marketing. Created print, digital, and Out of Home assets for all the Rabbit Hole products.

Brown-Forman

Junior Designer (August 2018 – July 2019)

Worked with a team to create both print and digital assets, toolkits, packaging and more. All for the Brown-Forman brands as well as the Employee Resource Groups.

University of Louisville Athletics

Design Intern (August 2016 – May 2017)

Worked with a team to create both print and digital ads, flyers, booklets, tickets and posters.

Phi Kappa Tau

Marketing Chairman (January 2013 – December 2015)

Sole creative designing projects for events. Facebook and Twitter headers, apparel and Koozie™ designs, banners and flyers.

Freelance

Freelance Designer

Given parameters for projects involving social media headers and avatars, brochures, shirts, scarves, bowtie designs, and exhibit illustrations. Some of my most recent clients were, Louisville City Football Club Supporters, KingFish Restaurants, Bluegrass Bowtie Company, The Frazier History Museum, Mash & Mallow Smore's Whiskey, and Mary Dowling Whiskey Company.

AWARDS

Dean's List, 2017

Silver BoB Award, 2018

SKILLS

Adobe Creative Suite

- Photoshop
- Illustrator
- InDesign
- Character Animator
- XD
- After Effects

Microsoft Office

Marvel App

InVision App