

Aaron Pettijohn

BRAND & DESIGN LEAD · AI-NATIVE CREATIVE

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I build brand identity systems and the AI-powered workflows that keep them consistent at scale. 17 years across brand, design, and motion, with deep Adobe craft, Figma systems, and a daily generative AI practice. I've led remote design teams, managed agencies and freelancers, and partnered directly with founders and CEOs.

EXPERIENCE

Independent Creative Director · Brand + Video 2026-NOW

I lead brand systems, narrative, motion, and product storytelling for founders and growth-stage brands on an AI-native model built for craft at speed. I'm currently standing up an AI content engine for a client team: tool selection, workflows, and hands-on training. Clients include Boys Club, Proton.ai, Kate Schutt, and Cordurouy Books.

Design Lead · Sei Development Foundation 2024-26

I owned brand and creative for a Layer 1: identity evolution, site redesign, incubated brands, global event and sponsorship branding, and org-wide campaigns run with three outside agencies. I built a self-serve Figma system and an AI-powered intake pipeline that cut delivery from two weeks to 48 hours and tripled output, then trained the org to use it. I led a remote design team and worked directly with the foundation's founders and executives.

Senior Manager, Video Production · Polygon Labs 2021-24

I led creative on every product launch and ecosystem campaign across three years, including sponsorship and activation branding for global events. I directed SCALE, an eight-month documentary on zero-knowledge technology, and produced technical explainers that made complex B2B technology clear for developer, enterprise, and community audiences. I partnered with founders and marketing leadership and managed outside production partners.

Senior Motion Designer + Video Editor · San Diego Zoo Global 2015-21

I led motion and design for one of the world's most recognized conservation brands, delivering 500+ assets across broadcast, digital, fundraising, social, in-park signage, and global event sponsorships. I managed a three-person team, set brand QA standards for customer-facing materials, and built San Diego Zoo Kids across identity, web, merchandise, television, and signage. I worked directly with CEO Paul Baribault on executive and org-wide communications.

Freelance Animator · CoinDesk 2021-22

I made weekly animation and motion graphics for NFT All Stars, CoinDesk's animated talk show.

Motion Graphics + Promo Lead · CBS · FOX31 · NBC4 2008-15

I made on-air graphics, news packages, show opens, and promos in daily-deadline newsrooms, and advanced from Graphic Artist to Promo Lead.

CAPABILITIES

BRAND	Brand identity systems, visual guidelines, templates, brand QA and governance, creative direction.
DESIGN	Illustrator, InDesign, Photoshop, Figma, After Effects, Premiere Pro, Cinema 4D, Blender, DaVinci Resolve.
AI-NATIVE	Midjourney, Firefly, Runway, Kling, ElevenLabs, Claude, Gemini, Flora, Cursor, Lovable. AI workflows, prompt libraries, and team training.
LEADERSHIP	Remote design teams, agency and freelance management, executive and founder partnership.
DOMAINS	B2B technology, Web3, developer ecosystems, conservation, broadcast, events and sponsorships.

EDUCATION

B.A. Advertising, Minor in Design · University of Central Oklahoma 2004-08