

AARON PETTIJOHN

CREATIVE DIRECTOR / BRAND + VIDEO

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Creative Director with 17 years across broadcast, conservation, crypto, and technology. Builds brand systems and moving-image work that turn technical complexity into clear, memorable stories—and ships at the pace modern teams demand.

EXPERIENCE

INDEPENDENT CREATIVE DIRECTOR Brand + Video 2026—PRESENT

Creative direction for founders, protocols, and growth-stage brands. Leads narrative, brand systems, motion, video, and product storytelling through an AI-native production model built for high craft and rapid delivery.

DESIGN LEAD Sei Development Foundation 2024—2026

Led brand and creative for a Layer 1, including a site redesign, incubated brands, and organization-wide campaigns with three agencies. Built a self-serve Figma system and AI-powered intake pipeline that cut delivery from two weeks to 48 hours and tripled output.

SENIOR MANAGER, VIDEO PRODUCTION Polygon Labs 2021—2024

Created and directed SCALE, an eight-month documentary on zero-knowledge technology. Filmed founders and builders globally, produced technical explainers, and led launch storytelling across ecosystem, community, and gaming initiatives.

FREELANCE ANIMATOR CoinDesk 2021—2022

Created weekly animation and motion graphics for NFT All Stars, CoinDesk's animated talk show hosted by Jason Bailey and Marguerite deCourcelle.

SENIOR MOTION DESIGNER + VIDEO EDITOR San Diego Zoo Global 2015—2021

Led motion for a globally recognized conservation brand, delivering 500+ assets across broadcast, digital, fundraising, social, and in-park channels. Managed a three-person team and built San Diego Zoo Kids across identity, web, merchandise, television, and digital signage.

MOTION GRAPHICS + PROMO LEAD CBS · FOX31 · NBC4 2008—2015

Created on-air graphics, news packages, show opens, and promotions in daily-deadline broadcast environments. Advanced from Graphic Artist to Promo Lead.

CAPABILITIES

- DIRECTION** Creative direction, brand systems, narrative strategy, campaigns, team leadership.
- CRAFT** After Effects, Cinema 4D, Premiere Pro, DaVinci Resolve, Figma, Blender.
- AI-NATIVE** Midjourney, Runway, Kling, ElevenLabs, Claude, Gemini, Cursor, Lovable, Flora.
- DOMAINS** Brand, motion, broadcast, conservation, Web3, developer ecosystems, token launches.

EDUCATION B.A. Advertising, Minor in Design · University of Central Oklahoma · 2004—2008