

Aaron Pettijohn

CREATIVE DIRECTOR, BRAND + VIDEO

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I'm a creative director with a decade-plus in brand and video. I pair deep design craft with a practical command of AI tools, knowing when to use each and why great work earns attention. I've led teams, built studios, and traveled globally to make complex technology feel human.

EXPERIENCE

Independent Creative Director · Brand + Video 2026-NOW

I lead narrative, brand systems, motion, video, and product storytelling for founders, protocols, and growth-stage brands, on an AI-native model built for craft at speed. Clients include Boys Club, Proton.ai, Kate Schutt, and Cordurouy Books.

Design Lead · Sei Development Foundation 2024-26

I led brand and creative for a Layer 1: site redesign, incubated brands, and org-wide campaigns with three 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.

Senior Manager, Video Production · Polygon Labs 2021-24

I led creative on every product launch and ecosystem campaign across three years. I directed SCALE, an eight-month documentary on zero-knowledge technology, and produced technical explainers for community, developer, and gaming initiatives.

Freelance Animator · CoinDesk 2021-22

I made 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 2015-21

I led motion for one of the world's most recognized conservation brands, delivering 500+ assets across broadcast, digital, fundraising, social, and in-park channels. I managed a three-person team and built San Diego Zoo Kids across identity, web, merchandise, television, and signage.

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

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 2004-08