

Aaron Pettijohn

CREATIVE DIRECTOR — BRAND AND VIDEO

aaronpettijohn@gmail.com

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

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

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| 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