



ARIC WICKLIFF
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PORTFOLIO

I have over 18 years of experience in graphic design. I have well-developed written and verbal communication skills, plus an aptitude for learning new work related information. I'm highly experienced in developing good client and vendor relationships with emphasis on professionalism and integrity. My drive is motivated by a passion for quality results, with a clear understanding of and dedication to deadlines, budgets, and collaborative efforts.

SKILLS & COMPETENCIES

- Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Acrobat, Express, Premier Rush)
- Proficiency in graphic design principles
- Proficient in typography and page layout
- Understanding of color science and color theory
- Creative design solutions
- Familiarity with the latest graphic design trends
- Ability to create both web and print ready artwork
- Branding and identity design
- Some web design and development
- Some motion graphics and animation
- Photo editing
- Proven track record for delivering projects on time
- High attention to detail
- Ability to collaborate with a variety of stakeholders
- Creative problem-solving capabilities
- Ability to generate innovative ideas
- Time management and prioritization
- Communication and presentation skills
- Adaptability and flexibility
- Collaboration and teamwork
- Customer service and client management
- Organization and planning
- Self-motivation and discipline
- Positive attitude and professionalism

Design assets created: logos, business cards, letterhead, presentation folders, brochures, websites, billboards, motion graphics, apparel graphics, mock-ups, packaging and labels, promotional merch, signage, vinyl banners, vehicle wraps, CD/Book covers, booklets, fliers/posters

EXPERIENCE

DESIGN STUDIO OWNER

Good Seed Design - 2005 -2024

- Graphic design service for many small businesses, non-profits, educational institutions and county entities.
- Communicate with clients to understand their needs and deliver design assets on time and on budget.
- Lead design process from start to finish including intake, concept, design, production and presentation.
- Manage multiple projects simultaneously.

CONTRACT GRAPHIC DESIGNER

Multnomah County Health Dpt. - 2019 - 2024

Collaborate with teams to create graphics for BIPOC community focused campaigns, events and social media including print, digital and video assets. Expanded reach to historical undeserved community with vital information and resources concerning health issues.

CONTRACT GRAPHIC DESIGNER

Cnoc Outdoors - 2018 - 2024

Design multiple of logos and packaging for several products resulting in growth of customer base and business expansion.

FREELANCE GRAPHIC DESIGNER

Soul District Business Association - 2016 - 2024

Create visual identity for annual marathon event resulting in a continued increase in runner participation and successful fundraising.

FREELANCE GRAPHIC DESIGNER

Portland Christian Network Solutions (PCNS) - 2013- 2024

Re-brand of visual identity for faith based non-profit resulting in successful partnerships with several organizations.

NOTABLE CLIENT LIST

U of O, PCC, Oregon Department of Transportation, Black United Fund of Oregon, RACC, Project Lemonade, Brown Hope, Law & Mental Health Conference