

Aaron Goleniecki

Concept-driven designer with a strong foundation in visual storytelling and brand identity. Skilled in creating thoughtful, research-driven design systems that merge structure with experimentation & material exploration. Driven by the curiosity to challenge the unknown and re-imagine the familiar.

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[Web Portfolio >](#)
[LinkedIn >](#)

EXPERIENCE

DEC. 2024 - PRESENT

Institute of Innovative Media, Materials and Design (IMMaD) - Rowan University; Graphic Designer

- Expanding IMMaD's website with new sub-pages, improving navigation and strengthening design consistency across all touchpoints.
- Creating the full visual identity for IMMaD+ Creative Research + Design Studio, including logo, typography, layout systems, and brand guidelines.
- Designing digital and physical assets for workshops, exhibitions, and research projects, contributing to improved public engagement.

JULY 2023 - PRESENT

accesso Technology Group; Program Manager

- Designing material for 10+ Six Flags venues, supporting brand cohesion through in-park signage, instructional and wayfinding collateral, and digital assets.
- Developing nationwide training content, including video and print collateral used by park staff across multiple regions.
- Designing themed B2B applications using HTML/CSS to improve branding and clarity in user experience.
- Managing an annual \$85,000 budget across 12 on-site locations.

JAN. 2025 - MAY 2025

INTERPLAY; Lead Designer - Visual Identity

- Led the creative direction and brand identity for the 2025 Rowan University Senior Graphic Design Showcase.
- Established systems for typography, color, and layout and built comprehensive brand guidelines used by the social, web, & print teams.
- Presented concepts and iterations to stakeholders and collaborated with designers and creative directors to refine final outputs.

MAY 2021 - JULY 2023

accesso Technology Group; Park Operations Manager

- Managed daily operations for THE FLASH™ Pass department, consistently improving guest satisfaction and sales quotas.
- Led a large team of 120+ employees, focusing on communication, service quality, and operational efficiency.
- Served as primary liaison between client, corporate teams, and on-site departments, strengthening cross-collaboration and workflow.

EDUCATION

MAY 2025

Bachelor of Fine Arts, Graphic Design Rowan University GPA: 3.98

MAY 2023

Associate of Fine Arts, Art & Design Rowan College at Burlington County GPA: 4.0

ACHIEVEMENTS

SEP. 2024; SEP. 2025

Adobe Creative Retreat, Philadelphia, PA 1 of 75 Designers selected to participate in annual retreat

MAY 2024; MAY 2025

The Gallery Publication, Rowan University Art & design work selected for annual curated publication

SKILLS

Strengths

Branding & Identity, Visual Storytelling, Typography, Print Publication Design, Concept Development, Web & Digital Design, Motion Graphics, Exhibition Design, Signage & Wayfinding, Client Relations, Project Management, Leadership

Tools

Adobe Creative Suite (InDesign, Illustrator, Photoshop, After Effects, Express), Figma, Canva, Miro, Microsoft Office Suite, Google Suite, Readymag, Cargo