

# aaron goleniecki

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Concept-driven designer passionate about visual identity and storytelling, driven by the curiosity to challenge the unknown and re-imagine the familiar. Rooted in fine art, my design style connects structure with experimentation, exploring intersections of process, material, & narrative.

## EXPERIENCE

DEC. 2024 - PRESENT

### Graphic Designer

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

- Expanded the organization's pre-existing website with new sub-pages, maintaining consistency with the previously established design system.
- Created the visual identity for IMMaD+, a creative research and design studio developed from IMMaD's interdisciplinary initiatives.
- Designed digital and physical assets for creative projects sponsored by IMMaD, including workshops and exhibitions.

JULY 2023 - PRESENT

### Program Manager

accesso Technology Group

- Designed marketing material for 10+ Six Flags venues, including in-park promotional signage, instructional material, and digital web assets.
- Developed nationwide training content, including video content and print collateral for park staff.
- Used HTML/CSS to design themed sites for B2B applications for client locations, maintaining cohesive branding and user experience.
- Managed client relations and collaborated with internal/external teams to align designs and copy writing with brand standards and IP compliance.

JAN. 2025 - MAY 2025

### Lead Designer - Visual Identity

Rowan University Senior BFA Graphic Design Showcase

- Led the branding and visual identity for the showcase, defining core elements including grid systems, typography, color, and visual hierarchy.
- Established design guidelines and systems to inform other designers on assets for social media, web, and other promotional materials.
- Collaborated with fellow designers and creative directors to present concepts, ideas, iterations, and final products.
- Curated and installed exhibition, including opening reception.

MAY 2021 - JULY 2023

### Park Manager

accesso Technology Group, Six Flags Great Adventure

- Oversaw daily operations of THE FLASH™ Pass department, to ensure guest satisfaction and sales goals were consistently met or exceeded.
- Managed a team of 120+ employees, from front-line staff to supervisors, fostering strong communication, service quality, and policy compliance.
- Acted as primary liaison between the client, Corporate Operations Team, and other on-site departments to maintain operational efficiency.

## EDUCATION

MAY 2025

### BFA in Studio Art

Concentration in Graphic Design;  
Rowan University  
GPA: 3.98

MAY 2023

### Associate of Fine Arts

Rowan College at Burlington  
County  
GPA: 4.0

## EXHIBITIONS

MAY 2025

### INTERPLAY

Senior Graphic Design Showcase;  
Rowan University

APR. 2025

### Nostalgia

AIGA Jefferson 2025 Poster Gala

APR. 2023 - MAY 2023

### 24th Annual Art & Design Exhibit

Rowan College at Burlington  
County  
1st Place - Drawing - *Fallen Angel*

JAN. 2023 - MAR. 2023

### Winter Showcase

Rowan College at Burlington  
County  
Best of Painting - *Unhappily Bound*

## ACHIEVEMENTS

SEP. 2024, SEP. 2025

### Adobe Creative Retreat

*Selected Participant*

MAY 2024, MAY 2025

### The Gallery Publication

Published in Rowan University's  
*The Gallery Publication*