

# Ayden Van Harlingen

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| Website [AYDENV.COM](http://AYDENV.COM)

## *About*

Photo-forward creative with a passion for aesthetics and a sharp eye for detail. Adaptable, tenacious, and solution-oriented, I'm always committed to delivering thoughtful, high-quality work from start to finish, no matter the scope of the project.

## *Programs*

Photoshop

Lightroom

Illustrator

CapCut

InDesign (Beginner)

Premiere Pro (Beginner)

## *Interests*

Specialty coffee

Film photography

Video games

Chicago sports

Plants

## *Experience*

### **ReelPaws | Junior Graphic Designer | Nov 2024 — Apr 2025**

Collaborated with design team to create cohesive and effective graphics for a variety of print and digital media applications, including social media, seasonal ad campaigns and product packaging.

Worked with team to strategize, plan, create, and edit social media content, capitalizing on relevant trends and original concepts adapted to feel "on brand" across multiple clients.

Art direction of on-location and in-studio photo and video shoots, as well as post-production needs including retouching photos from shoot and securing voice over artist for ads.

Participated in weekly client meetings to go over project designs and initiatives.

### **ReelPaws | Digital Marketing Intern | Aug 2024 — Nov 2024**

Planned, created, and edited content for client social media accounts.

Participated in weekly check-ins with senior staff to make sure individual goals and company initiatives were being met.

Worked with audio/visual team to set-up and film a 3-day livestream conference.

### **Sparrow Coffee | Social Media Manager | Aug 2024 — Nov 2024**

Managed creation of all social media content independently, including monthly planning, creating and editing.

Worked with designer to establish and maintain a consistent visual identity for the brand across photo, video, and graphics.

## *Education*

### **University of Illinois | B.A. in Advertising | Graduated May 2024**

Murray Kalis Award for Creativity in Advertising - "Best Portfolio"

Participated in a variety of American Advertising Federation agencies.