AIDAN SCHNEIDER

AIDANRBS@GMAIL.COM   WWW.AIDANRBS.COM   301-741-5141

I work at the intersection of information and design to create dynamic, engaging, and impactful visual tools. From small-scale graphics for social media to high-profile reports, data visualizations to custom presentations, my work helps clients to maximize their impact through engaging and meaningful print and digital design.

EXPERIENCE

Owner   AidanRBS Visual Design & Strategy   April 2019–Present

Working in Adobe, Microsoft, and Canva environments, I develop visual products that meet the precise needs of my clients.

- **DT Institute:** Wrote, edited, and designed their 2024 Annual Report.
- **Consortium for Housing Asset Management:** Designed PowerPoint, letterhead, and report templates.
- **Advantech, Inc.:** Developed logo for Drive-thru Solutions, refined logo for the AVA assets and tools management suite of software, trained support staff in Adobe Creative Suite.
- **Our Powerful People:** Designed logo for a non-profit.
- **National Whistleblower Center:** Designed and edited report about history and impact of whistleblowers for sharing at a Congressional event in 2023; copy edited, proofread, and designed layout of their 2022 Annual Report.
- **Personal Photography:** Use a DSLR to capture images of nature, landscapes, and portraits of friends. Images captured in RAW format and enhanced using Adobe Lightroom in post-production.

Creative Strategy Manager   DT Global   January 2023–April 2025

Using visual and editorial expertise, I develop high-level products to drive organizational goals.

- **Website Management & Redevelopment:** Led the redesign of DT-Global.com in 2023, overseeing page design, imagery selection, iconography, content review, and contractor management. Established streamlined content creation processes; improved backend function; and coordinated between IT, creative teams, and developers.
- **Commercial Advisory Division Support:** Enhanced the Commercial Advisory section of the DT Global website to improve user experience, including implementing a publications page with a download paywall that grew their mailing list tenfold. Designed high-profile presentations and promotional materials that directly led to securing new clients, including Mondelez and PepsiCo.
- **2023 Impact Report:** Directed the creative vision for DT Global's first Impact Report, developing multi-page spreads, creating template data visualizations, designing typography and iconography, and selecting photography.
- **Leadership:** Mentored the Junior Graphic Designer through critique and training to grow his confidence and skillset, resulting in his promotion to Graphic Designer.
- **Management:** Oversaw the Graphic Designer's workload and distributed resources to ensure projects were completed on time and aligned with the company's visual communication goals across all deliverables.
- **Interior Branding:** Designed and managed the installation of three large-scale wall wraps and other environmental elements during the 2023 office move.

Graphic Designer   **DT Global**   **April 2020–December 2022**

Creating high-impact visual communications, I supported business development and 300+ project teams around the world.

- **Design Leadership & Branding:** Lead key design initiatives, creating brochures, data visualizations, presentations, high-profile reports, conference materials, video and animations, and digital content for blogs and social media. Ensure brand consistency across all visual assets and provide creative direction to align materials with DT Global's vision.
- **Data Visualization:** Skilled in transforming complex information into engaging, easily digestible visuals. Developed data visualizations for reports, proposals, social media graphics, and presentations, enhancing clarity and impact.
- **Copy Editing & Content Development:** Edited and refined reports, blogs, and marketing materials to ensure clarity, consistency, and alignment with brand messaging. Developed compelling narratives highlighting DT Global's values.
- **Video Production & Editing:** Created detailed storyboards and time sequences, mapping out video structure to ensure engaging and well-paced narratives aligned with DT Global's goals. Collaborated with stakeholders to refine content, edited videos for high-quality production, and developed animated infographic videos.

Multi-skilled Project Analyst   **The Cloudburst Group**   **February 2014–April 2020**

Embracing a range of creative and technical roles, I supported government and corporate internal and external initiatives.

- **Graphic Design:** Designed reports, publications, social media graphics, and promotional materials, ensuring alignment with USAID branding and communication goals.
- **Data Visualization:** Developed interactive graphics, infographics, and animated data visualizations to present research findings in clear and engaging formats.
- **Content Development:** Synthesized qualitative and quantitative data into visual storytelling formats, including infographics, photo essays, and interactive blog posts.
- **Illustration & Animation:** Created animated illustrations and videos to communicate complex topics, including USAID training materials and impact evaluation findings.
- **Brand Compliance & Editorial Oversight:** Ensured consistency with USAID branding requirements by overseeing formatting, copy editing, and template development.
- **Project Coordination:** Mediated between task managers, subject matter experts, and key personnel to ensure deliverable accuracy and contract management compliance.
- **Training & Supervision:** Provided branding training and guidance to employees and supervised team members on USAID branding processes.

SOFTWARE & SYSTEMS

Office 365: Word, PowerPoint, Excel

Adobe Creative Suite: InDesign, Illustrator, Photoshop, AfterEffects, Premiere

Website: WordPress, Oxygen Builder, Wix, Basic HTML, Google Analytics

Additional: Canva, Asana, SmugMug

EDUCATION

BA in English, University of Maryland 2013. Focus on communicative analysis, linguistics, and rhetoric.

AA in General Studies, Prince Georges Community College 2010. Emphasis on art and design electives.