




Pablo Aymar

Product Designer

 Pabloaymar.com

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 (973) 558-9126

EXPERIENCE

Product & Graphic Designer (Freelance)

Crossfit Millburn

October 2019 - Present | Millburn, NJ

Redesigned responsive website and handed off to developer. Created company style guide and UI toolkits. Designed banners, apparel, and flyers. Collaborated on logo design and marketing.

Senior Graphic Designer

Peerless Umbrella Co.

March 2013 - Present | Newark, NJ

Collaborates with UX/UI designers to create banners, web illustrations, and templates. Trains and manages new hires. Brief and advise clients on custom designs along with print production. Maintain and operate screen printing and heat transfer machines.

Owner & Graphic Designer

427 Originals

January 2019 - Present | Harrison, NJ

Design logos, apparel, and create branding strategies for clients. Apply research based principles to redesign websites and handoff to developers using Figma. Prepared and design presentations for clients. Actively research industry trends to consistently provide new ideas and applications to the company.

Sales Team Lead

Adidas

January 2010 - March 2013 | Elizabeth, NJ

Rose to team lead in executing strategies driving profitable results, brand execution, merchandising, superior service to store guests. Duties included training new staff, translating for staff, while meeting corporate financial goals. Practiced new strategies for staff which increased sales volume.

VOLUNTEER WORK

Founder

Gift it Forward Fundraiser

July 2016 - Present | Harrison, NJ

Mentor

Big Brothers Big Sister of America Organization

January 2014 - January 2015 | Newark, NJ

EDUCATION

Rutgers University

May 2017 | Newark, NJ

Bachelor of Arts in Psychology

Designlab

October 2021 | Remote

UI/UX Design Course

SKILLS

Design

Illustration and UI graphics

Logo

Branding

UI Kit

Wireframing

Prototyping

Research

Interviews

Surveys

Market research

Comparative analysis

User persona

Usability testing

Tools

Figma

Adobe Illustrator

Adobe Photoshop

Adobe Lightroom

Whimsical

LANGUAGES

English

Native or bilingual proficiency

Spanish

Full professional proficiency

Portuguese

Limited working proficiency