

Michael Aron

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EXPERIENCE

The Estée Lauder Companies

Director, Corporate Design Group,
Global Communications

2016–Current

Stakeholder communications for this
\$11B global luxury beauty leader

Decker Design, Inc.

Design Director

2011–2015

Clients include BlackRock, AIGA,
Dechert, Lenox Advisors, and
Mutual of America

Ross Culbert & Lavery, Inc.

Design Director

2003–2011

Print and interactive design for
educational institutions, non-profits
and especially law firms including Cahill,
Simpson Thacher, Debevoise
and Milbank

Calfo Aron, Inc.

Partner

1993–2003

Clients include McGraw-Hill,
PricewaterhouseCoopers,
NY Philharmonic, MetLife, CUNY,
and NYU School of Law

EDUCATION

The Cooper Union for the Advancement of Science and Art

BFA

Professors included the legendary
Massimo Vignelli, Seymour Chwast,
Milton Glaser, Herb Lubalin and
Henry Wolf

Graphic Arts Technical Foundation

Scholarship to attend an intensive
commercial printing workshop

Syracuse University

Advertising and Design

Undergraduate Program

Academy of Fine Art & Design

Belgium

AFS Exchange Student—all coursework
in Flemish

Continuing Education

HTML5 & CSS3 Best Practices,
Service Design, Mobile First,
Final Cut Pro, Adobe Digital Publishing
Suite, Adobe Edge, and
Responsive Web Development

SKILLS

Pitch, present, estimate, lead, inspire,
collaborate, conceptualize, strategize,
create, wireframe, supervise, budget,
shoot, direct, write, proof, print,
code, invoice

Advanced knowledge of Adobe Creative
Cloud and WordPress

Expert experience with typography, paper,
printing and finishing

Ability to direct and motivate front-end
designers and back-end programmers to
produce user-friendly online experiences
featuring the latest technologies

Contributor

*Design Career: Practical Knowledge
for Beginning Graphic Designers;*
Designing with Illustration;
Logo, Font & Lettering Bible;
Typography Essentials;
Sourcebook for Visual Ideas

Lecturer

City College, New York University,
The Cooper Union

Educator

Parsons School of Design