

# Jorge O. Aguirre II

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## Profile

Growing up in the northern suburbs of Chicago, I discovered at an early age that I loved to create things and take things apart. I have always challenged what it means to be labelled as a creative. Throughout my career, I have consistently developed various approaches to image making, blending new digital processes with raw analog outputs.

Over the years, my creations have landed me exciting opportunities with the most influential brands in Design, Fashion and Art. The process of drawing from personal experiences and tinkering in the studio has enabled my work to have meaningful connections between brands and their audiences.

Now with over a decade of design experience, I am seeking to find that next edge. I hope to lead and inspire a future generation of makers through dynamic storytelling, innovation and help redefine for them what it means to be a creative.

## Experience

### Nike Sportswear & Nike Training

*Sr. Product Graphic Designer*

2017 – Present  
Beaverton OR

- Design branded inline Nike Sportswear & Training tee graphics
- Design graphics for high volume cut & sew apparel
- Present concepts and designs to Senior Leadership
- Develop internal future concepts and creative direction for design community
- Produce quick-to-market designs hooking to footwear drops
- Art Direct freelancers & outsource graphic partners
- Create digital tools for internal business partners
- Create seasonally relevant color stories

### Nike Basketball

*Sr. Product Graphic Designer*

2015 - 2017  
Beaverton OR

- Create original concepts for signature Nike Athletes (Lebron, Kobe, Kyrie, KD)
- Present seasonal storytelling to Leadership, Product Management and Tech Dev
- Design branded inline Nike Basketball tee graphics
- Reset the new visual identity for Nike Basketball
- Produce original assets for print patterns

### Stüssy

*Graphic Designer*

2008 – 2015  
Los Angeles CA

- Deliver graphic packages on T-Shirt program, footwear and apparel
- Produce Seasonal Creative Decks & Mood Boards
- Design Printed and Digital Lookbooks
- Concept and produce deliverables for marketing and ad campaigns
- Shoot and edit videos to support the launch of special collabs

### Freelance

*Designer*

2013 – 2015  
Los Angeles CA

- Create mood boards, printed matter, posters, tech packs, footwear designs
- Oversee final production of printed deliverables and video content
- Client list: NikeSB, Nike Soccer, Nike Running, Poler, Chef Roy Choi

### Apple

*Creative*

2005 – 2008  
Los Angeles CA

- Open the retail location at Beverly Center, Los Angeles
- Specialize in teaching advanced classes for the Final Cut Pro Suite
- Produce / Shoot / Edit internal videos for US retail launch of iPhone 1.0

## Education

### MFA

University of Illinois at Chicago  
*Conceptual Design*  
2002 – 2004

### SAIC

School of the Art Institute of Chicago  
*Figurative Studies*  
2000 – 2002

### BFA

DePaul University  
*Studio Arts*  
1998 – 2002

## Skillset

- Adobe Illustrator
  - Adobe Photoshop
  - Adobe InDesign
  - Adobe Premiere Pro
  - Adobe After Effects
  - Lotta 3D Design Software
    - Keynote
    - Patternmaker
    - Printmaker
    - Signmaker
    - Bilingual
- Fluency in Spanish