

Aaron Zide | Resume

Proven Creative Director who builds brands from early-stage chaos to landmark valuations. Conceptual first, execution always. (Cylance to \$1.45B, Halcyon to \$1B+).

Experience | **Halcyon** (Fully Remote | Austin, TX + San Diego, CA)

Creative Director

12/21 - Present

- Joined as 18th of first 30 employees; helped build the brand from zero to Series C and \$1B valuation. Led brand, digital, and event design at scale.
- Drive cross-functional collaboration with designers, developers, vendor partners and marketing to ensure seamless brand and campaign execution.
- Partner with the CMO and Co-Founders to shape brand strategy, rally cry and brand pillar messaging, plus investor and sales-facing USP narratives.
- Manage external agencies and freelance contractors across concurrent projects, overseeing quality, time lines, and brand alignment.
- Translate strategic directives into actionable creative plans, integrating stakeholder feedback to deliver high-impact outcomes.
- Drove a 356% increase in audience engagement through a cohesive brand narrative built across campaigns, social, and content over 4 years.
- Oversee QA for digital design and development, ensuring pixel-perfect experiences across UX/UI aligned execution.
- Integrated AI-native tools into the creative workflow early, to keep up with demand of scale, keeping the brand and team ahead of the curve.
- Built and led a creative marketing culture that attracted and retained talented, high-performers through a period of rapid company scaling.

iBoss (Fully Remote | San Diego, CA)

Creative Director

04/21 - 12/21

- Built and led the creative team, with new CMO with new marketing team, establishing structure and talent to support execution across all channels.
- Established brand consistency across web, social, and events for the first time, creating the foundation for a scalable design system and cohesive brand campaign, aligning creative execution with go-to-market priorities.

Tebra (Previously Kareo | Partially Remote | Irvine, CA)

Creative Director

01/20 - 04/21

- Led brand strategy and developed creative team at Kareo, elevating the brand across design, video, web, animation, and interactive touchpoints.
- Owned creative operations: project intake, resource allocation, and cross-functional team prioritization to maximize output and efficiency.
- Hired, coached, and retained creative talent; accountable for performance management and professional development.
- Directed all video and photo production, concept, casting, styling, execution, and asset deployment.
- Owned video narrative from scripting, casting, and directing productions to distilling complex product stories into clear, resonant multi-channel content.

BlackBerry (Partially Remote | Irvine, CA)

Senior Creative Manager

03/19 - 01/20

- *Please see next role description.* Position evolved from, and overlapped as part of the BlackBerry acquisition of Cylance. Managed the remaining G&A design team members, along with 8-10 of global BlackBerry team.

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Contact:

Aaron Zide
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Costa Mesa, CA 92626

Core Competencies:

Adobe Creative Suite

Expert knowledge in CC

Figma Design

Web, UX/UI, prototypes

AI-Native Fluency

Claude, skills, co-work, code

Front End Web Design

HTML, CSS, JS, Webflow, WP

Video + After Effects

Motion graphics and video

MacOS, Windows, Office365

Proficient technologist

Brand Position + Messaging

Dynamic brand development

Interests:

Surfing + Waterman

Expert in dynamic resilience

European Cars

Highly knowledgeable

Movies and Films

Storytelling and pop culture

New Music

Extremely curious

Snowboarding

Confident and competent

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Experience | **Cylance** (Acquired by BlackBerry | Irvine, CA)

Senior Design Lead

05/16 - 03/19

- Developed and built the Cylance brand from Series C to \$1.45B acquisition.
- Defined and evolved Cylance's full design language and system across a three-year hypergrowth arc from 400 to 1,400 employees in 12+ countries.
- Recognized as a 2017 Interbrand Breakthrough Brand.
- Hired and led, ten-person creative team through rapid scaling startup.
- Defined scope and timelines for the team's new projects and initiatives.
- Orchestrated the full arc of digital experience design from websites, landing pages, and microsites to UX/UI for live touchscreen event demos.
- Created custom brand merch, managing ideation to vendor production.

Ink Agency (Irvine, CA)

Senior Art Director

03/15 - 05/16

- Created strategic brand campaigns for print, digital, mobile and broadcast.
- Accountable for developing concepts and delivering execution across a variety of media, varying range of clients, manifested from brand strategy.
- Collaborated with creative team, and presented to clients and partners.
- Researched, evaluated and produced within rapid and changing deadlines.
- Clients: Yokohama, Guidance Software, Baja Fresh, Hoag, Sunroad Auto.

Skiver

Senior Art Director

12/09 - 03/15

- Lead creative and design direction in print, digital, OOH and broadcast. Designed and executed campaign concepts across a wide mix of media, while maintaining, developing, or evolving global client brand standards.
- Supervised creative team resourcing, project workflow, and end product.
- Sharpened creative presentation skills to high and compelling standards
- Clients: Oakley, Mercedes-Benz, Hooters, Infinium Spirits, Targus, OneHope Wine, Pau Vodka, Kangaroo Express, Viewsonic, Electra.

The Skiver Group

Jr. Designer to Art Director

01/06 - 12/09

- Assisted in planning and executing design and visual materials from photo shoots, ad campaigns, presentations, websites, brochures and magazines.
- Collaborated on six person creative team from creative brief to execution.
- Key Clients: T-Mobile, Western Digital, Boy Scouts of America, Targus, Puerto Los Cabos, OneHope Wine, Newland Co, 4Copas.

Education | **Bachelor of Science, Graphic Design + Advertising**

Grad: 01/05

- Art Institute California - Orange County

Speaking | **Engagements + Interviews**

2016 - 2026

Cyber Branding: Whyze Labs (05/26), Best Story Wins: Column5 (08/24)
Art School Collective (11/19), Cal State Fullerton Ad Club (Panelist 01/16)

Awards | **Addy Awards**

2008 - 2013

Hooters, Boy Scouts of America, OneHope Wine, Electra Bikes, Targus, Kona Red, Kangaroo Express, Pau Maui Vodka, and Skiver Advertising.

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