



Aether Creative Studio

CAGE Code: 14M96

UEI: Q6ZNYCXVQGM1

PRIMARY CONTACT

John Hansen, Founder & Designer

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www.aethercreative.studio

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NAICS CODES

541511 – Custom Computer Programming Services

541512 – Computer Systems Design Services

541430 – Graphic Design Services

541613 – Marketing Consulting Services

541810 – Advertising Agencies

541820 – Public Relations Agencies

541519 – Other Computer Related Services

PSC CODES

D302 – IT and Telecom: Systems Development

D308 – IT and Telecom: Programming

D399 – IT and Telecom: Other IT and Telecom

R701 – Support: Advertising

R702 – Support: Public Relations

R799 – Support: Management Services

7630 – Books and Pamphlets

CAPABILITY STATEMENT

Founded by Navy veteran John Hansen, Aether Creative Studio reflects a journey of service, adaptability, and creativity. After serving during the Captain Phillips era, John was selected for a high-performance reduction in force and chose to pursue new goals as a civilian. Transitioning from military precision to design innovation, he's worked in tech startups, contributed to design systems, consulted for growing product teams, and now leads a studio that blends art, business, and technology to solve today's digital challenges.

SBA Registered

Small Business

VOSB

CORE COMPETENCIES

- Branding & Visual Identity** – Cohesive, modern brand systems that communicate trust and authority.
- Web Design & Development** – Custom, Webflow, WordPress, and Shopify builds with a focus on usability and conversions.
- Mobile Applications** – Custom applications designed for immersive digital experiences.
- UX/UI & Product Design** – User-centered interfaces that improve adoption and engagement.
- Digital Marketing Creative** – Campaigns that integrate design, social media, and SEO to drive measurable growth.

KEY DIFFERENTIATORS

- Veteran-Owned Discipline:** Navy background instills accountability, resilience, and leadership under pressure.
- Proven Results:** Track record of creating high-impact digital solutions for private and nonprofit sectors in fast environments.
- Design + Technology Fusion:** Unique ability to bridge brand storytelling with advanced technical implementation.
- Agile & Efficient:** Lean team structure allows rapid turnaround without sacrificing quality.
- Mission-Driven Approach:** Dedicated to helping agencies and businesses achieve clarity, reach, and measurable outcomes.

PAST PERFORMANCE

- Design Systems for High-Velocity Product Teams:** creation and refinement of scalable design systems used by fast-moving tech teams, enabling consistent UI patterns, accelerated production, and reduced engineering rework.
- Modern Web Development Across Multiple Stacks:** Built custom, responsive websites using Webflow, WordPress, Shopify, and tailored front-end frameworks. Emphasis on accessibility, performance, maintainability, and SEO/AEO compliance — ensuring pages are clear for both users and AI systems to interpret.
- Integrated Branding for Mission-Driven Organizations:** Developed cohesive branding and visual systems for clients in diverse sectors — from restaurants to industrial services — ensuring clear communication, professional positioning, and strong differentiation in competitive markets.

CERTIFICATIONS & QUALIFICATIONS

- Veteran-Owned Small Business (VOSB)** – SBA
- Exploring AI Workflows within Figma Design** – LinkedIn
- Foundations of User Experience (UX) Design** – Google
- Introduction to Augmented Reality and AR Core** – LinkedIn
- Systems Thinking For Product Designers** – LinkedIn
- Webflow Practitioner Certification** – Webflow

TARGET AGENCIES

- Department of War (DOW)**
- Department Veterans Affairs (VA)**
- Department of Justice (DOJ)**
- Department of Homeland Security (DHS)**

KEY CLIENTS

AMC

Carnitas El Momo

Diebold Nixdorf

Live Nation

Univision

Valassis



U.S. Small Business Administration

VETERAN-OWNED
CERTIFIED