



# Aether Creative Studio

John Hansen  
Founder & Designer

[johnhansen@aethercreative.studio](mailto:johnhansen@aethercreative.studio)

(424) 382-6644

[www.aethercreative.studio](http://www.aethercreative.studio)

Los Angeles, CA 90036

CAGE Code: 14M96

UEI: Q6ZNYCXVQGM1

## 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

**D316** – IT Systems Analysis Services

**D317** – IT Web-Based Application Development Services

**R701** – Support – Management: Advertising

# CAPABILITY STATEMENT

A creative studio that blends strategy, design, and technology to build meaningful digital experiences—custom-built in the USA.

- **Aether Creative Studio.** A generalist design and development partner supporting public-sector organizations with requirements-driven digital systems. We specialize in scalable design systems, web development, and SEO.
- **Design & Product Strategy.** Experience across tech startups and growing product teams, contributing to scalable design systems, user-centered interfaces, and product-led growth.
- **Creative & Technical Execution.** A studio practice that merges art, business, and technology—delivering thoughtful design, modern digital solutions, and strategic support for teams navigating today's evolving digital landscape.

## CORE COMPETENCIES

### Identity & Visual Design

- Identity systems and visual standards
- Cross-channel design guidelines
- Brand modernization

### UX / UI Design

- UX strategy and interface design
- Information architecture
- Wireframes and prototypes

### Web Development

- Standards-compliant web development
- CMS and custom solutions
- Maintenance and support

## DIFFERENTIATORS

### Identity & Visual Design

- 10+ year senior, systems-driven design
- Consistency across teams and vendors
- Built for long-term use

### UX / UI Design

- Accessibility-first approach
- Operationally grounded user flows
- Clear, maintainable documentation

### Web Development

- Custom crafted in the USA
- Secure, adaptable architecture
- Creative direction and support

## PAST PERFORMANCE

- **Enterprise Design Systems for Product Teams.** Built and evolved scalable design systems for cross-functional teams, improving consistency, speed, and maintainability.
- **High-Profile Digital Collaborations.** Supported multidisciplinary teams on high-visibility projects for Gwen Stefani, AMC, Diebold Nixdorf, and Univision, delivering production-ready design and web assets.
- **Product & Platform Redesigns.** Led redesigns of mobile apps, internal dashboards, and public-facing platforms, consolidating fragmented experiences into documented systems.
- **2.5x ROI Through Integrated Design & Search.** Delivered branding, UX, web development, and SEO/AEO, increasing visibility, conversions, and long-term performance for SMB clients.
- **Search-Optimized Web Development.** Built accessible, performance-focused websites across Webflow, WordPress, Shopify, and custom stacks, structured for both users and AI systems.

## CERTIFICATIONS & QUALIFICATIONS

- **Veteran-Owned Small Business (VOSB)** — SBA
- **Client-First Expert Certification** — Finsweet
- **Webflow Practitioner Certification** — Webflow

