

Aaron Max Epstein

AaronMaxDesign@gmail.com | www.AaronMaxDesign.com | 718.490.9916

New York, NY

Creative Director | Digital Content Leader | Brand & Production Executive | Production Designer

PROFESSIONAL SUMMARY

Creative and business leader with 22+ years of experience driving digital content, motion design, brand strategy, and production across agency and in-house environments. Proven success delivering high-performance campaigns for global brands including Google, ExxonMobil, Deutsche Bank, Nest, HSBC, and LL Bean.

Founder of a nationally recognized CPG brand with award-winning packaging and licensed retail partnerships. Combines executive-level creative direction with operational execution, vendor management, and cross-functional leadership.

DoubleClick Certified. Expert in scalable digital production, HTML5, and social-first content strategy.

CORE COMPETENCIES

Creative Direction • Brand Strategy • Digital Campaign Execution • Motion Design
HTML5 & Rich Media Development • Social Media Content Strategy
Cross-Functional Leadership • Vendor & Production Management
E-commerce Growth • Packaging & Retail Development • Budget Oversight

PROFESSIONAL EXPERIENCE

Founder & Owner

Coney Island Saucery | 2019 – Present | New York

- Built and scaled a nationally distributed CPG brand from concept to retail execution

- Lead product development, packaging design, licensing collaborations, and brand strategy
 - Oversee manufacturing, vendor negotiations, supply chain coordination, and marketing
 - Awarded 2025 GDUSA American Inhouse Design Award
 - Managed limited-edition launches and culturally driven collaborations
-

Freelance Creative Director / Digital Producer

Aaron Max Design | 2003 – Present

- Delivered motion design, rich media, and digital campaigns for Fortune 500 and global brands
 - Produced HTML5 banner campaigns, social content, OOH animations, and web experiences
 - Partnered with agencies including JWT, Grey, Deutsch, FCB Health, and Mediabrands
 - Managed timelines, cross-functional teams, and client expectations across high-volume projects
-

Manager, Addressable Content

Mediabrands Content Studio | 2022

- Oversaw development and deployment of targeted digital content campaigns
 - Coordinated between strategy, creative, and media teams to ensure performance alignment
-

Senior Production & Motion Roles

Grey Group | Curriculum Associates | FCB Health | SJR | Deutsch NY

- Led animation and banner development for national campaigns
 - Developed interactive HTML5 creative using Google Web Designer and Adobe Animate
 - Ensured QA compliance, performance optimization, and deadline-driven execution
-

TECHNICAL EXPERTISE

Adobe Creative Suite (After Effects, Premiere, Animate, Photoshop, Illustrator)

HTML / CSS / JavaScript

Google Web Designer

DoubleClick Studio (QA Certified)

GSAP

EDUCATION

Bachelor of Arts, Computer Art – Fashion Institute of Technology

AAS, Music & Technology – Kingsborough Community College

RECOGNITION

Featured in *The New York Times*, Esquire, and G4TV

2025 GDUSA American Inhouse Design Award