

TAYLOR ALDRIDGE

Creative Director + Designer + Brand Savant

602-688-1421 | taylor@rarebreed.design | [linkedin](#)

I create experiences that solve human needs. There's nothing I enjoy more than working with other engaged individuals towards a common goal, tackling complex problems and crafting beautiful yet simple solutions. I approach brands and their stories in innovative ways, creating meaningful user experiences that seek to balance form and functionality with materials and imagery.

Design is my passion: it drives me to be a collaborative partner with clients, a supportive guide for creative teams, and a champion of human-centered design. I've spent my career working for agencies, both in-house and freelance, which has given me broad experience across platforms, contexts, industries, and all phases of the design process.

WORK

Owner/Operator

Rarebreed, Inc., Remote

2015 – present

- Service a select suite of clients on a daily basis, functioning as their full-service remote designer
- Perform all aspects of sales CRM, from lead generation to closing
- Contribute to client success through design and integrating design decisions into broader business needs and strategies

Creative Director

10up, Remote

2014 – 2015

- Established and refined a consistent and functional design process
- Built a seamless and efficient communication platform between designers and developers
- Created a system of checks and balances resulting in better QA and quality of end products
- Led a team of designers creating large scale client websites

Co-Founder / Creative Director

Brainstorm Media, Remote

2012 – 2014 (sold to 10up)

- Managing partner, responsible for all design, marketing and business development
- Managed client relationships through the discovery, assessment and design phases of each project
- Crafted new graphic standards for clients, enabling them to stay on brand

Creative Director

Services Group of America, Scottsdale, AZ

2001 – 2012

- Managed a team of multi-disciplined designers, creating the best possible visual/communication solutions for a variety of mediums
- Developed strategies to strengthen, cultivate and establish the company's message, brand and culture
- Designed and implemented a system to manage hundreds of projects, allowing for project sharing and total integration of design consistency
- Designed print, web and video for each corporate and product identity



PORTFOLIO

[rarebreed.design](#)

SKILLS

CREATIVE DIRECTION	PERSONAS
TEAM BUILDING	PROTOTYPING
GRAPHIC DESIGN	DIGITAL ADS
BRANDING	PHOTOGRAPHY
APP & WEB	PACKAGING
UX/UI DESIGN	INFOGRAPHICS

SOFTWARE

ILLUSTRATOR	MOTION
INDESIGN	SLACK
PHOTOSHOP	BASECAMP
SKETCH	TEAMWORK
INVISION	HARVEST
WORDPRESS	DROPBOX
FINAL CUT PRO	GOOGLE SUITE

EDUCATION

BA in Fine Arts / Graphic Design
Evangel University, MO



See one of my WordCamp talks on the topic, *Strategic Design vs Arbitrary Design*

WATCH IT HERE

TAYLOR ALDRIDGE

602-688-1421 | taylor@rarebreed.design | [linkedin](#)

REFERENCES

Derek Johnson

CEO | *Tatango*

Taylor worked for Tatango as our remote go-to designer. He designed proposals, updates to our website, a few logos, and anything else we threw at him. When we needed some animation work, Taylor used his connections to pair us with a great animator and Art Directed the project.

Taylor is a professional, responsive, and talented designer. He requires little oversight, is honest with his time, and manages to create great work while keeping our costs in mind. He is an asset to any company that requires frequent, diverse, and consistently well-branded design projects.

Highly recommend Taylor!

Jerry Mosemak

Sr. Art Director | *USA TODAY*

Taylor is both a talented and strategic designer. He can produce at an impressive pace while maintaining the highest level of quality. Taylor is my go-to guy for brainstorming and working out a particularly tricky situation. He is an idea machine, but can also switch to analytical mode when a project calls for it. He can see opportunities when others don't, yet still make everyone feel smarter for having helped. As a leader, he holds himself to the highest and most ethical of standards. Taylor is an invaluable asset to any team.

Hans Schatz

CEO/President | *CULT Artisan Beverage Company*

Taylor has an amazing ability to call out opportunities in complex situations, whether strategic plans or people development. He has the courage to state the facts as he sees them and then talk about outcomes, no matter what your title may be and if that conversation may go against the traditional belief system. He also has an uncanny ability to take ideas and turn them into a fantastic communication piece. He can build brand positioning and strategy and bring a transformational synergy to any project that will create a best-in-class outcome. I always grow when working with Taylor and appreciate his ability to not only set up and build a terrific solution to our project, but also the personal challenges to my belief systems that help me become different and better.

BRANDS I'VE HELPED

