

Aren Anderson

Creating thoughtfully branded experiences through product design, visual identity, storytelling, and motion.

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EXPERIENCE

Fender — Lead Product Designer

November 2021 - Present

Lead Product Designer playing a pivotal role in defining and evolving the visual design system for Fender Play, a multi-platform music instruction app. In addition, leading design on the Engagement squad, collaborating closely with cross-functional teams to enhance the experience through continuous design iteration and the implementation of key features informed by user research and testing. Ongoing design and art direction for curriculum and lesson artwork round out the day-to-day. Also spearheading efforts to re-imagine the ecommerce design systems for fender.com and it's sub-brand, PreSonus Audio Electronics.

Taco Bell — Design Lead

April 2019 - November 2021

Digital Design Lead for Taco Bell Design (TBD), Taco Bell's in-house creative studio. Managed a small product design team, focused on current platform enhancements as well as future design directions for the Taco Bell app, website and other digital touch points. Managed the digital content production team, overseeing art direction and development for marketing emails and web/app collateral, ensuring cohesive omni-channel experiences. Designed and launched the Drive-Thru Kiosk experience for Taco Bell Defy. Co-lead a new global brand identity and system for Taco Bell in 2021. Additionally, co-led the rebranding of The Habit Burger & Grill, including brand books, menu boards, and uniforms.

Envoy — Interactive Art Director

October 2015 - April 2019

Led design initiatives for a diverse range of clients, including VIZIO, Mitchell & Ness, and Arlo, covering concept exploration, user experience, UI design, prototyping, and development of design systems. Projects included complete ecommerce redesigns and migrations, developing brand and campaign strategies, hands-on production and oversight, and crafting pitch decks and project documentation.

Side Studios — Senior Interactive Designer

August 2013 - October 2015

Led concept development, art direction, UX/UI design, and front-end development for ecommerce focused clients like olloclip, Z Supply, Winn Grips, DVS Shoes, Vissla Clothing, and D'Blanc Eyewear. Managed projects ranging from large-scale redesigns and digital brand launches to smaller site refreshes, transforming creative director concepts into fully developed websites.

Sole Technology — Interactive Art Director

October 2008 - August 2013

Directed the digital experiences for Sole Tech brands like etnies, Emerica, éS, and Thirtytwo, handling both UX/UI design and front-end development. Collaborated with brand directors to ensure each brand's digital presence aligned with its unique aesthetic. Managed a team of junior designers and production staff, leading diverse projects including marketing websites, ecommerce platforms, microsites, and digital campaigns across web and mobile. This role required balancing creative vision with technical execution to deliver cohesive and impactful digital experiences.

(Previous titles: Visual Web Developer, Web Designer)

4Over — Web Designer

March 2008 - October 2008

Led the redesign and development of the company website and intranet, enhancing visual design and functionality. Created web concepts for B2B, B2C, and blogs, collaborating closely with various teams throughout the process.

EDUCATION

The Art Institute of California, Orange County — Bachelor of Science, Interactive Media Design

December 2007

SKILLS

Art Direction
Brand Identity
Campaigns
Design Systems
Dev Collaboration
Ecommerce
HTML/CSS
Leadership
Mentoring
Motion Graphics
Product Design
Prototyping
Responsive Web Design
Storytelling
Typography
User Testing
UX/UI
Wireframing

TOOLS

Adobe CS
Asana
Confluence
Figma
Jira
Keynote
Lyssna (UsabilityHub)
Sketch
Shopify

References available upon request

