

Aaron Lazar

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2010: ART DIRECTOR, ARROW HOME FASHIONS Inc.

- Creation of brand identity from logo through on to packaging for several private label bedding lines.
- Creation and management of all assets relating to promotion and merchandising.

2000-PRESENT: GRAPHIC DESIGN, TZGANI DESIGN

- Designing logos and visual identities for bands, authors and Companies.
- Creating fonts and logos, drawings, mixed media illustrations, sculpture, screen prints, and a wide range of promotional materials using both traditional and non traditional methods.
- Clients: Ipecac Records, Anti Records, Razor and Tie Records, Ropeadope Records, Arclight Records, Dead Teenager Records, Girl gang Records, Earl Jean, Chloe Piene, The Coral Room NYC, Club Luxx, The Tin Hat Trio, DJ Eugene Hutz, The Book of Knots, The Giraffes, Mishka Shubaly, The Swarm of Angels, Indian Jewelry and others.

2008-2010: FREELANCE ART DIRECTION, DKNY, CHF INDUSTRIES

- Implemented an integrated image library and web asset management system.
- Art Directing the new DKNYhome.com online store from the initial photo shoots, image retouching and logo creation to the final layout and production of the web site.
- Designing packaging, print ads, special promotions, catalogues, logos and other promotional materials.

2006-2008: GRAPHIC DESIGN, RALPH LAUREN

- Designed garment graphics using screen printing, dye transfers and embroidery.
- Created logos technical spec drawings of apparel, packaging, hardware and accessories.

2004-2006: ART DIRECTOR, KNITTING FACTORY AND INSTINCT RECORD GROUP

- Created a new brand identity for this national nightclub franchise and record label, including all press materials and club signage.
- Designed posters and web promotions for featured artists and acts.

2001-2002: HOWARD GREENBERG GALLERY

- Managed an extensive photo archive, containing the Time Life image library and hundreds of the worlds most prized vintage photography.
- Administered the gallery's web site and online presentations.
- Directed the installation and presentation of all shows and traveling exhibitions.

1998-2003: ARTIST ASSISTANT

- Assisted acclaimed artists, Glen Seator and Barbara Ess with ongoing bodies of work.
- Specializing in administration, editing of press releases and artists' catalogues, grant writing, video editing, photographic printing, layout and design, installation, press material production, archiving and general fabrication of drawings, photographs, sculptures and installations.

EDUCATION:

2000- MFA: New York University, with a concentration in new media and performance work.

1998- BFA: Kent State University, with a concentration in sculpture and installation.

COMPUTER PLATFORMS:

Adobe Creative Suite 4, Final Cut Pro, Media 100, Sound Edit 16, Pro Tools.

ADDITIONAL ACTIVITIES:

- I am a working musician fronting the Brooklyn based surf-metal band: The Giraffes.
- I also front the flamenco blues Transylvanian boogie dance band: Rumanian Buck.
- I am a contributing member to The Book of Knots, Fallen Black Deer and others.
- I have shared the stage with likes of Jon Spencer Blues Explosion, Eagles of Death Metal, Blue Cheer, Fishbone, Gogol Bordello, Prince Paul, Blowfly and many more.
- I have appeared on records with the likes of Mike Watt, Tom Waits, John Langford, Carla Kihlstedt, Matthias Bossi, Joel Hamilton , Jessie "the devil" Hughes, Theo Kogan and more.
- I have toured the United States numerous times, playing thousands of shows to tens of thousands of people

References furnished upon request