AIDAN OETKEN GRAPHIC DESIGNER

Multidisciplinary graphic designer specializing in visual identity systems, editorial design, photography, marketing, print and digital media, and creative direction. Experienced with leading creative teams, developing brand systems, producing print and digital collateral, building campaigns, and managing collaborative and independent projects from concept to completion. Guided by insight, intention, and empathy, each project connects creativity with strategy to engage audiences, meet client objectives, and make a lasting impact.

CONTACT

26 S Lafayette St.
Mobile, AL 36604

aidanoetken1@gmail.com
251.709.0633

aidanoetken.com

EXPERIENCE

Editor-in-Chief & Contributor, *Due South* Student Lifestyle Magazine
August 2024 — May 2025, August 2025 — May 2026

- Oversaw publication design, ensuring cohesive branding and visual consistency
- Led and collaborated with a team of roughly 20 contributors to brainstorm story concepts, refine content, and align with the magazine's voice and message
- Managed deadlines and production schedules to meet publishing timelines
- Developed creative layouts and designed spreads that enhanced reader engagement
- Conceptualized and contributed to story ideas using photography, graphic design, and writing skills; assisted writers in conveying story message through imagery
- Distributed and promoted new issues, networked and recruited new team members, and collaborated with other branches of student media organization, Jag Media
- Initiated and executed a successful brand identity refresh by developing an updated logo and typography system, cover designs, and layout guidelines

Photographer, Videographer, Drone Pilot, & Graphic Designer, Avera Design
June 2024 — Present

- Photographed and filmed residential and commercial properties to highlight key features and promote listings; delivered high-resolution images under tight deadlines
- Worked directly with agents and clients to stage and capture ideal property presentations; cooperated with home owners
- Designed print and digital marketing collateral for clients

Marketing Coordinator & Graphic Designer, Oyster Shell Strategy
November 2022 — April 2024

- Designed social media graphics, advertisements, and marketing materials to support brand strategy and increase local brand awareness
- Managed internal social media accounts and marketing materials, increasing engagement, follower growth, and generating leads
- Developed and implemented marketing strategies to align with client goals

EDUCATION

University of South Alabama, BFA in Graphic Design, Minor in Marketing, Secondary Concentration in Photography
August 2020 — May 2026

AWARDS & HONORS

Gold Student ADDY Award, American Advertising Federation Mobile Bay
February 2025, February 2026

SKILLS & SPECIALTIES

GRAPHIC DESIGN

- Brand Identity Systems
- Publication Design
- Web Design, UX & UI
- Print & Digital Advertising
- Packaging & Merchandise
- Digital & Analog Illustration
- Typography & Lettering

PHOTOGRAPHY

- Film & Digital Photography
- Event, Travel, & Portrait
- Photo Processing & Editing (Lightroom, Photoshop)
- Product Staging & Studio Photography

MARKETING

- Brand Strategy & Positioning
- Customer Journey
- Marketing Strategy
- Reporting & Analytics
- Copy-writing & Messaging

APPS & SOFTWARE

- Adobe Creative Suite
- Elementor Pro & Figma

REFERENCES

Dr. Keya Saxena
Due South Faculty Advisor

251.470.7471
ksaxena@southalabama.com

Shana Jordan
Oyster Shell Strategy, Founder

251.554.5614
shana@oystershellstrategy.com