

# DEVON AERTS

## EXPERIENTIAL ART DIRECTOR & DESIGNER

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### CONTACT

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devonaerts.com

### SKILLS

Art Direction

Ideation + Moodboarding

3D Design + Rendering

Environmental Graphics

Delegation + Mentorship

Collaboration + Teamwork

Client Presentations

Trend Awareness

Diversity and Inclusion

### SOFTWARE

SketchUp, V-Ray, Rhino,

AutoCAD, Photoshop,

Illustrator, InDesign,

Lightroom, Premiere,

Acrobat, Figma,

Keynote, Google Slides

### EDUCATION

Pratt Institute

Brooklyn, NY

- BFA Communications Design

- Graphic Design Major

- Interior Design Minor

### EXPERIENCE

#### EXPERIENTIAL ART DIRECTOR + DESIGNER /

5/2023 - PRESENT

##### FREELANCE

- Conceptualized and designed an activation for Qiddiya Gaming at PAX East in Boston. Includes moodboards, 3D modeling, renders, fabrication drawings and vendor collaboration, art direction for overall look and feel & creative assets, on-site in Boston to oversee successful execution.
- Concept design, 3D design, renders, and presentations for clients such as LDJ Productions, Industria Creative, Overland Entertainment, Boom Ventures.
- Art direction and 3D design for Teremana Tequila's "Mana Holiday House" in NYC, and Zendesk Relate 2024 in Las Vegas, NV.

#### EXPERIENTIAL ART DIRECTOR / HAPPYLUCKY

11/2022 - 5/2023

- Designed and art directed events, window displays, product launches, brand activations for clients like Adidas, JD Sports, Athlete Ally, Chewy & others.
- Created moodboards, 3D models, renders, floorplans, client presentations.
- Art directed and designed environmental and digital graphics for events.
- Collaborated closely with vendors and fabricators, art directed all on-site installs.
- Mentored and managed daily tasks of designers and led concept development through each project.
- Created and led client presentations.

#### SENIOR EXPERIENTIAL DESIGNER, FREELANCE / HAPPYLUCKY

9/2022 -

11/2022

- Developed comprehensive 3D retail assets for Adidas' Sustainability campaign toolkit, aligning designs with the brand's environmentally conscious ethos.
- Conceptualized and rendered national window displays for campaigns.
- Created retail and fixture designs, floor plans, presentations.

#### STORE DESIGNER / H&M

8/2021 - 10/2022

- Designed new and existing stores in Latin America: created drawing sets for overall layout including back of house, fixture & light placement, façade design.
- Led the development of the "Buy Online Pickup in Store" platform in LatAm.
- Led the Key City initiative in Mexico City, redefining and redesigning key stores to cater to specific customer segments.

#### GLOBAL RETAIL CONCEPT DESIGNER / FOOT LOCKER

9/2019 - 3/2021

- Designed and developed a flexible, scalable fixture system that streamlines production and cuts costs across all banners.
- Conceptualized and 3D designed omni-channel retail concepts, including a sneaker drive-through, 'nomadic' COVID-19 fixtures, and pop-up shops.

## **DIVERSITY AND INCLUSION**

**Chair, LGBTQ+ ERG**  
at **H&M** (2021-2022)

- Developed annual plans within budget to achieve I&D goals of professional development and cultural awareness for members.
- Led weekly meetings, hosted dialogues with LGBTQ+ industry leaders.

**Global Diversity & Inclusion Council Member** and  
**ERG Education Chair,**  
at **Foot Locker** (2019-2021)

- Met with company leaders monthly to push forward I&D initiatives.
- Completed research, created assets to educate employees about ongoing LGBTQ+ concerns within the company and culturally.

**Chair, Diversity in Architecture** at **Handel Architects** (2016-2018)

- Spearheaded a company-wide survey to assess ongoing employee concerns.
- Regularly met with Project Management, HR, and Hiring teams, resulting in successful adjustments of company policies

- Modeled & rendered store layouts and designs, created store drawing sets.
- Established standards for look and feel of store interior environments/facades.
- Coordinated with external vendors and consultants for fixture fabrication.

### **3D DESIGNER, FREELANCE / PROPHET**

**3/2019 – 8/2019**

- Developed 3D experiential concepts and renders for retail stores, pop-up shops, brand activations for clients like Shake Shack, Lovesac, MetLife.
- Designed signage and wayfinding, floor plans, environmental graphics.

### **EVENT DESIGNER / RAIOLA/CO**

**7/2018 – 2/2019**

- Designed 3D concepts and elements for events ranging from offsite leadership weekends to galas, for clients such as Bloomberg Philanthropies, Brookfield Properties, Citi Bank.
- Created floorplans, 3D models, renders, hand sketches, fabrication drawings.
- Designed web and print graphics for events.
- On-site to direct artistic elements
- Client and internal presentations

### **GRAPHIC DESIGNER / HANDEL ARCHITECTS**

**9/2016 – 7/2018**

- Designed environmental branding and signage for Cornell Tech.
- Created architectural diagrams, floor plans, RFP's, client presentations, and room schemes and renderings for the interiors department.
- Interior sourcing – materiality, furniture, products.

### **GRAPHIC DESIGNER / SOUTER/PARTNERS**

**10/2015 – 9/2016**

- Designed full brand identities: logos, wayfinding, signage.
- Created graphic assets for print and digital.

### **INTERIOR DESIGNER / AUSBERG INTERIORS**

**5/2012 – 9/2015**

- Designed room schemes for high-end residential and commercial clients, including sourcing furniture, fabrics, and materials.
- Created floor plans, custom millwork and furniture designs, client presentations.
- Specified FF&E items, coordinated orders, delivery, on-site installations.
- Designed brand identity & graphic assets for interiors client Hotel Quintessence.