



AARON TYRELL BERNIER

Creative Director / Art Director
Designer / Brand Experience
Visual Storyteller

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PROFESSIONAL SUMMARY

Creative leader, and designer with 25+ years of experience across agencies, startups, consumer brands, global entertainment and SaaS. I help organizations find clarity in what they stand for, translate strategy into meaningful creative experiences, and build the systems that help brands, ideas and teams scale.

My experience spans hands-on design, brand strategy, visual identity, integrated campaigns, global creative systems and multidisciplinary team leadership. I care about finding the meaning behind the work, bringing the right people together and creating the conditions for great creative to happen.

PROFESSIONAL EXPERIENCE

Jane App – Art Director | Nov 2025 – Aug 2026

Led the evolution of Jane's visual brand across colour, texture, illustration, iconography, motion and AI expression. Developed brand principles, visual frameworks and system thinking to create greater cohesion across marketing touchpoints and help establish a foundation for the brand's next chapter.

Partnered across Marketing, Product Design, Growth, Events and Web while helping raise creative quality through critique, mentorship and shared frameworks. Explored AI-assisted visual development and creative workflows to expand possibilities, accelerate iteration and create more space for higher-value creative thinking.

Brooks Creative House – Creative Director, Operations | Jun 2024 – Sep 2025

Led creative direction and operations for an integrated agency serving lottery and gaming clients including BCLC, OLG and WCLC. Guided a multidisciplinary team across design, production, writing and motion while introducing clearer roles, workflows, objectives and performance systems to strengthen creative quality and collaboration.

Introduced Box as a centralized content management and collaboration platform, improving asset access, version control and creative workflow. Helped lead BCLC's Concert of a Lifetime campaign across product, retail, digital and media, generating a reported 177:1 ROI and more than \$5.7M in incremental revenue.

Ubisoft – Art Director (Remote San Francisco, Montreal) | Jun 2021 – May 2024

Directed brand expression and global marketing creative across major Ubisoft franchises including Assassin's Creed, Just Dance, Rocksmith+, Avatar, The Crew, Riders Republic and Anno. Developed visual identities, key art, campaign systems and scalable toolkits across digital, social, retail, packaging and experiential touchpoints.

Led designers and production partners across North America, Europe and Asia while collaborating with global Brand, Agencies, CRM, E-commerce Video, and Production teams. Helped reimagine Just Dance through a major franchise refresh, evolved the Rocksmith+ visual system and created the identity and architecture for Canopy, Ubisoft's internal digital asset management platform.

CORE CAPABILITIES

Creative Leadership

Creative Direction, Art Direction, Team Leadership, Mentorship, Creative Operations

Brand

Brand Strategy, Visual Identity, Brand Evolution, Brand Systems, Global Toolkits, Governance

Direction & Design

Concept Development, Campaigns, Visual Storytelling, Digital, Experiential, Key Art, Motion Direction

Strategy & Systems

Creative Frameworks, Design Systems, Workflow, Performance Creative, AI-Assisted Creative Practice





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Prolex Media – Consulting Creative Director, Design | May 2018 – Jun 2021

Partnered with organizations across automotive, real estate and technology to develop brand strategy, digital experiences and creative solutions connecting business objectives with audience needs.

Greenhaus Studio – Co-founder, Creative Director | Feb 2019 – Feb 2021

Co-founded a purpose-driven creative studio focused on organizations creating positive social, environmental and economic impact. Led brand strategy, visual identity, campaigns and creative direction from discovery through execution.

Metric Marketing – Director, Brand Experience & Design | Sep 2018 – Feb 2019

Led brand experience and design within a data-driven agency, connecting strategy, creative and digital execution across client campaigns. Partnered with creative and strategy teams to translate audience insight into concepts, experiences and brand expressions.

Avenue 4 – Creative Director, Marketing & Software | Jan 2016 – Mar 2018

Led a multidisciplinary team across design, copy and development, guiding creative direction for digital products, marketing and brand experiences. Partnered with company leadership on resourcing, workflow, client relationships and agency growth.

Direct Focus – Art Director | Apr 2012 – Dec 2015

Led integrated creative from concept through execution across digital, print, motion, video and experiential work. Partnered with clients, strategy and account teams to define objectives, shape concepts and direct multidisciplinary teams.

Blacksheep Strategy – Senior Brand Designer | Oct 2011 – Apr 2012

Developed brand strategy, visual identity and campaign concepts, translating business objectives into distinctive creative systems and expressions.

Earlier Creative Experience | 2000 – 2011

Built a broad creative foundation across web and UI design, graphic design, experiential, CPG, digital, print, video and campaign work before moving deeper into brand strategy, art direction and creative leadership.

EDUCATION

Red River College Polytechnic
Project Management Fundamentals
2010
Credited course

Applied Multimedia College
Multimedia Design & Communications
2000
Diploma

Red River College Polytechnic
Graphic Design
2004
Design Degree

Red River College Polytechnic
Business Administration
1999
Credited courses: Marketing,
Business Communications,
Economics, Productivity & Efficiencies

Red River College Polytechnic
Web Applications & Coding
2001 & 2002
Credited course

SELECTED BRANDS & IP

Entertainment & Gaming

Assassin's Creed, Just Dance, Rocksmith+,
Avatar Frontiers of Pandora, Anno, The Crew
Motorfest, Riders Republic, BCLC, OLG, WCLC

Consumer & Retail

LEGO Canada, EQ3, Palliser Furniture, Outlet
Collection, CF Polo Park, The North West
Company

Financial & Corporate

Nike, Scotiabank, Blue Cross, Steinbach
Credit Union, Richardson International, Parrish
& Heimbecker

Food & Beverage

BlueSky Organics, Corby Spirit & Wine,
Bothwell Cheese, Little Brown Jug

Agriculture

Richardson International, Parrish &
Heimbecker





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SELECTED IMPACT

Brooks Creative House – Connected Creative Operations | 2024

Introduced Box as a centralized content and collaboration platform, replacing fragmented local storage with a shared system for asset management, version control and remote collaboration. Developed and delivered team training to support adoption and improve creative workflow.

Brooks Creative House (BCLC) – Concert of a Lifetime | 2024

Helped lead an integrated lottery campaign built around a highly sought-after live music experience, delivering a reported 177:1 ROI and more than \$5.7M in incremental revenue across retail and media channels.

Ubisoft Global Publishing – Canopy | 2023

Created the identity, taxonomy and visual architecture for Ubisoft's internal digital asset management platform, contributing to a reported 20% improvement in execution speed while helping teams find, organize and deploy global campaign assets more efficiently.

Ubisoft Global Publishing – Rocksmith+ | 2023

Directed refreshed key art and a scalable brand system supporting the expansion of Rocksmith+ into piano. The work helped standardize global execution across channels while contributing to stronger retention and a reported 15% increase in new users.

Ubisoft Global Publishing – Just Dance 2023 | 2023

Led the visual evolution of Just Dance through a major franchise refresh, developing a new logo, key art, packaging and scalable creative toolkit. The system aligned teams around a more contemporary expression and created a consistent foundation for global marketing across channels and markets.

OUTSIDE THE STUDIO

Art
Snowboarding
Golf
Tennis
Camping
Hiking
Travel
Gaming
Live Music
Movies
Reading

REFERENCES

Available upon request

