ADAM SMITH

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Professional Graphic Designer with over 18 years experience in many fields including fashion, furniture, entertainment, sports and health. Creating websites, catalogs, presentations, and marketing materials that elevate company profiles and stimulate growth.

QUALIFICATIONS

- Proficient in Photoshop, Illustrator and InDesign
- Strong Layout and production skills
- Packaging and marketing collateral (i.e., brochures, print ads, etc.)
- Social media ads & banners
- HTML Newsletters
- Preflight and print production
- Catalog design
- Presentation design
- Proficient in ePub
- Digital design & mock-ups
- Agency experience
- HTML5 / CSS3
- Organized & highly detail oriented
- Direct response experience
- Expert in Wordpress

EXPERIENCE

2003 - PRESENT BERMAN ROSETTI | SENIOR GRAPHIC DESIGNER

In the time since I have created the website(s) and produced the digital and printed marketing materials Berman Rosetti has grown over 500% into an award-winning, top-of-the-line furniture company.

2006 - PRESENT BEACH FUTBOL CLUB | SENIOR WEB DESIGNER

BFC has expanded 4-5 times over during the last few years. I worked with them to streamline the on-line registration process for tryouts and tournaments, to create an eCommerce store for merchandise and to highlight the success of teams and individuals within the club and beyond in their college careers.

2004 - 2006 FREDERICK'S OF HOLLYWOOD | PRODUCTION ARTIST

Team member in a fast paced, deadline oriented environment to produce the iconic mail order catalog and maintain the website. I quickly established my self as someone who could take the lead on projects and train new hires.

EDUCATION

2010 - PRESENT LYNDA.COM

In an on-going effort to acquire and sharpen technical skills, the on-line classroom has proved to be a most relevant and useful tool.

1980's - 2000's

PIERCE COLLEGE, LOS ANGELES, CA | MANCHESTER COMMUNITY COLLEGE, MANCHESTER CT

Various college credits and professional development workshops relating to graphic arts, software training and Apple/Mac mastery.

SOFTWARE

ADOBE PHOTOSHOP
ADOBE IN DESIGN
ADOBE ILLUSTRATOR
WORDPRESS
ADOBE DREAMWEAVER
MICROSOFT OFFICE
KEYNOTE & POWERPOINT
ADOBE PREMIERE
AVID PROTOOLS
APPLE LOGIC
ABLETON LIVE