



W. Adam Richardson

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Summary

Combines an understanding of function and an appreciation of form into every design. By knowing the goals of the project, he crafts code that assembles all the elements of the website into the right balance of beauty and performance.

Experience

June 2019 – Present

Graphic Designer - Frayt Technologies, Inc., Cincinnati, OH

- Manages and designs social media posts
- Designed print and digital materials for brand refresh
- Pitch new marketing ideas and techniques to Chief Branding Officer
- Design work always goes through critique

April 2019 – May 2019

UX Intern - Marxent, Miamisburg, OH

- Created and presented UX concepts to team members and developers
- Designed posters for internal use
- Converted pre-existing Photoshop templates into Sketch files for use by internal UX team
- Participated in work reviews and sprint planning

January 2019 – April 2019

Production Designer - National Student Advertising Competition (NSAC), Louisville, KY

- Created illustrated icons and a pattern for the integrated marketing campaign
- Campaign placed 2nd in District 5 and was awarded best digital

June 2018 – August 2018

Design Intern - United Cerebral Palsy Association, Indianapolis, IN

- Designed Case Statement booklet to be used to obtain grants and donations
- Organized and digitally cataloged files and data in Microsoft Excel

Education

August 2017 – May 2019

Associate Degree of Applied Business in Design

The Modern College of Design, Kettering, OH

- Graduated as Valedictorian
- Participated in professional portfolio seminars and networking opportunities
- Guest speaker at J. Everett Light Career Center
- Career Center Graduate Tuition Award

August 2016 – June 2017

J. Everett Light Career Center, Indianapolis, IN

- JEL Torchbearer Award for being open-minded, a thinker, knowledgeable, and an inquirer
- Participated in the 2017 SkillsUSA Competition
- Second place in SkillsUSA Web Design Competition

Skills

- Adobe Photoshop
- Adobe Illustrator
- Adobe Dreamweaver
- Coda (HTML/CSS)
- Microsoft Word
- Microsoft Excel
- Illustration
- Marketing
- Slack
- InVision
- Trello
- Sketch

Awards

- Recognized for teamwork on the National Student Advertising Competition (NSAC) team
- Award of Excellence for achieving both a cumulative GPA of 3.75 or higher and having perfect attendance for the Fall 2018 Semester at The Modern College of Design
- 2012 Artist of the Year for Illustration at Zionsville Middle School