



ADAM SMITH

Writer / Designer

PORTFOLIO: bigeasyadam.com

CONTACT

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email

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EDUCATION

2006 - 2009

Metropolitan State
University of Denver
BA / Graphic Design

1993 - 1997

University of
New Mexico
BA/ Journalism

SKILLS

Photoshop
Illustrator
InDesign
Acrobat
After Effects
Premiere
WordPress
Adobe XD
Dreamweaver
HTML/CSS
Pre-Flight/Pre-Press

EXPERIENCE

Tacito Direct / Graphic Designer / 2021

Create eye-catching print ready graphics and engaging designs. Creative design projects from start to finish. Coordinate with dealer clients, in-house printer, and account execs. Submit rough layouts and innovative creative for projects. Create and edit marketing videos.

JSAV Audio Visual / Senior Visual Designer / 2017 - 2020

Digital animation and large format printing for shows and events. Design event theme and branding, custom video editing and info-graphics. Edit, coordinate and create custom Power Point and Keynote decks for event presentations. Create in house marketing graphics and collateral for the company and its over 100 affiliates.

The Velocity Agency / Senior Web Designer / 2013 - 2017

Design and manage web content for multiple web sites: create web graphics and HTML, PHP and CSS web pages with WordPress. Produce back and front-end UI and UX based sites. Meet with clients to implement marketing strategies, edit web content, implement improvements to web sites.

Ochsner Health System / Web Designer / 2010 -2013

Design and manage web content for multiple web sites. Create copy for web sites, develop marketing material: email blasts, newspaper ads, web ads, brochures, annual reports. Design presentations and info-graphics for marketing strategies with Power Point and Keynote.

Reuters News / Public Relations / 2003 - 2007

Writing and editing press releases, copy writing for websites and creating story pitches for various media outlets. Worked on internal marketing projects and company branding and advertising projects. Design presentations and info-graphics for marketing strategies.