

ADAM YALE

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HIGHLIGHTS OF QUALIFICATIONS

- Able to translate ideas into creative and effective visual communications
- Adept at using copy and design in concert to convey the intended message
- Solid track record managing multiple projects at once, seeing projects through from beginning to end, cost-effectively and on time
- History of establishing and maintaining strong cooperative relationships with colleagues and clients
- Committed to professional growth and development

PROFESSIONAL SKILLS

Visual information design *{7 years experience}*

- Created original designs for Web sites, magazines, newspapers, books, brochures, packaging, and logos
- Designed graphic identity systems and standards to create and maintain a cohesive presence
- Designed, produced, and maintained static & CMS web sites
- Worked with writers, editors, photographers, printers, and freelance artists to achieve quality results
- Managed several aspects of production of print and electronic publications, including planning, layout, design, production, content placement, photography, and advertising design and placement

Marketing *{5 years experience}*

- Worked as part of a team to develop marketing strategy
- Assisted in development and execution of marketing plans for programs and products
- Strong knowledge of Social Media strategies

Photography *{7 years experience}*

- Executed photo shoots for newspaper, magazine, and Web site articles and advertisements
- Edited and Assigned photo assignments for magazine and newspaper articles
- Maintained photo archive for newspapers and magazines
- Specialized in concert & sports photography

Web Design *{6 years experience}*

- HTML, CSS, Javascript, Flash, Wordpress CMS
- Created and maintained various websites projects
- Well versed in best SEO practices.

Computer Experience

- Proficient in the operation of the current versions of the following software packages: InDesign CS4, Illustrator CS4, Dreamweaver, Quark, Photoshop CS4, Flash, Keynote, Microsoft Word, PowerPoint, Excel and Various scanning software packages

EDUCATION

Bachelor of Fine Arts in Graphic Design,
Minor in Art History & Rock n' Roll
May 2006
Indiana University, Bloomington, IN

WORK HISTORY

Freelance Designer, {2003 - present}

Currently conducting freelance projects for various clients, including print, web design and graphic production.

Visual Communication Specialist, {2008 - 2009} *Firebelly Marketing, Indianapolis, IN*

Oversaw design of all graphic elements and layouts for web and print projects as well as writing HTML and CSS code for web sites, email blasts, and CMS sites. Applied client style guidelines to various social media assets. Applied SEO standard practices to all web sites.

Graphic Designer, {2007 - 2008} *Indianapolis Star Marketing Dept., Indianapolis, IN*

Designed graphic elements and layouts for all internal and external Indianapolis Star web and print publications. Designed & wrote HTML/CSS & Flash code for banner ads on Indystar.com, Indy.com, MomsLikeMe.com, and Indypaws.com

Art Director, {2007 - present} *Sacre Bleu Wine, Minneapolis, Mn*

Designed and maintain style guidelines for all print and web promotions. Created and maintained all social media assets, web site, micro-sites, and email blasts.

Art Director, {2005 - 2007} *Indiana Memorial Union, Bloomington, IN*

Oversaw design and development of print and web promotions for various clients under the Union umbrella; managed team of three graphic designers.

Graphic Designer, {2004 - 2005} *Indiana Memorial Union, Bloomington, IN*

Designed graphic elements and layouts for web and print publications such as invitations, brochures, postcards, flyers, booklets, catalogs, newsletters, and posters while adhering to IMU branding guidelines; designed logos for IMU departments and student organizations; established relations with commercial vendors and campus clients.

Graphic Designer, {2003 - 2005} *Secretly Canadian, Bloomington, IN*

Designed CD and DVD packaging, posters, web banners and iTunes album art for various artists under the SC label.

Digital Imaging Technician, {2004 - 2004} *IU Digital Library, Bloomington, IN*

Produced digital image captures using flatbed scanners, including captures from archival originals requiring special handling because of their fragile condition; made appropriate choices for capture and image manipulation, including resolution, tonal settings, image sharpening, etc.; maintained image archive; performed quality reviews and corrected faulty images.

Photo Editor, {2003 - 2004} *Weekend Magazine, Bloomington, IN*

Monitored all editorial photo needs and help determine what images may be needed; distributed assignments to staff photographers; arrange and attend photo shoots; reviewed and evaluated staff photography for publication; maintained photo archive for editorial use; meet weekly to review staff photo needs, discuss assignments, and help shape the editorial calendar.

Graphic Designer, {2001 - 2003} *Indiana Daily Student, Bloomington, IN*

Designed print ads and campaigns for various clients who advertised in the IDS; maintained archive of all newspaper and client print jobs; conducted photo shoots for ads as needed.