Adam D. Taylor

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Executive Summary

Professional Graphic Designer with over 12 years of Industry experience emphasizing on Media both Digital & Print, Visual Presence, Brand Development, Website Design UI, Digital Marketing, Product Collateral.

QUALIFICATIONS

- *Graphic Design* – Over 12 years experience of crafting Graphic elements, assets, and visual treatments that adapt and flow with Responsive Design systems through expert understanding of Multimedia Design, building files for both Print and Digital, produce Brand Standards & Style Guides for creating interactive, user-centric products, and ensure all creative broadcast across all channels lives up to the highest quality of visual standards.
- *Web Design* – Designed, wireframed, & implemented web designs using up-to-date design practices with in-depth documentation to be communicated to web developers, visual designers, & copywriters and worked with existing Content Management System templates, updating visuals, plugins and design templates with basic proficiency in HTML5, CSS, & JavaScript.
- *Creative Direction* – Collaborated with Business Leaders to translate goals into unique Brand and product experience, Managed Teams, Timelines, and Projects while working across several departments, kept up with new Creative Technologies, analyzing new trends and data, presenting and effectively communicating how a creative vision will help achieve goals.
- *Editing Software* – Advanced knowledge in Adobe CC Suite with an emphasis on Adobe XD, Illustrator, Photoshop, Indesign, & After Effects; Perforce; Git; Slack w/API integration; Paint Tool Sai v1.2+; Krita v3.3+; Sony Vegas v10+; Audacity
- *Communication* – Experienced technical writer and verbal communicator utilizing Microsoft Office (PowerPoint, OneNote, Outlook, and Microsoft Word) and Google Apps
- *Operating Systems* – Windows 7/8/10 & Mac OSX 10.9/10.10/10.11 Workstations
- *Content Management Systems* – Wordpress, Microsoft Visual Studio (ASP.NET) & Adobe Experience Manager (Certified)
- *Hardware* – Wacom Cintiq 13HD Touch, Microsoft Surface Pro 4

Carreer

Senior UI/UX Designer

State of Tennessee, Nashville, Tennessee, January 2017 – August 2017

Responsible for sharing creative and intelligent ideas through detailed analysis, integration of the industry's best practices, and the creation of wireframes that communicated the requirements and stories effectively and thoroughly as well as showcasing expertise in user-centered design methodologies in an agile framework.

ACHIEVEMENTS

- **Multi-Department UI/UX Design**– Crafted user stories, flow diagrams, clean and annotated wireframes, and interactive prototypes for web, desktop, and/or mobile interfaces that effectively communicated the design to executive stakeholders and developers across multiple State Departments.
- **Site Mockups & Use Cases**– Translated abstract concepts and complex visions into scenarios, use cases, and high-level requirements that lead to elegant user interfaces and experiences, all of which were green-lit during tenure.
- **State-Based Web Innovation**– Stayed informed and on top of the ever-changing industry trends, advancements in the field of user experience, and initiatives within the state of Tennessee.

UI/UX Designer
Soulbound Studios, Bellevue, Washington, January 2016 – August 2016
Responsible for creating digital designs and UI elements for the successfully kickstarted MMO Chronicles of Elyria, challenged with designing graphic mockups for the UI, designing assets, backgrounds, symbols and icons for implementation in the game as well as the official website.

ACHIEVEMENTS
- **Website Redesign**– Wireframed and designed a '2.0' version of their current website with the overall goal of attracting more users to the site, increase visibility on multiple platforms and foster a more stylized version of the forum with additional features.
- **Kickstarter Campaign-** Designed brand-consistent assets fitting of Chronicles of Elyria's art style for their Kickstarter Campaign.

Creative Director
LeadVision, Charlotte North, Carolina, April 2014 – October 2014
Lead the digital design department this company. I was responsible for the UX/UI and visual designs for all interactive products—including the responsive websites, the mobile sites, social media presence, and much more. During my tenure I also worked closely with summer interns to guide them through modern design practices of graphic design, site functionality and user interaction.

ACHIEVEMENTS
- **Corporate Rebrand** – Wireframed and designed an entirely new website with the overall goal to showcase the company's prowess as a digital marketing firm, increase visibility on multiple platforms and foster a stylized company blog, with social media connectivity. The website also featured an extensive job application database that housed a way for potential employees to submit a video application.
- **New Verticals -** Designed the layouts for websites covering the new verticals in LeadVision's lead aggregation, working closely with the in-house market research department to feature the most brand-consistent designs.

Creative Director
Clarke Allen, Charlotte, North Carolina, September 2013 – April 2014

I was responsible for all digital and print designs for the event planning company, Clarke Allen. I worked closely with the News, Marketing, Planning and Press teams to create the best online experience and to ensure we showcased a unified voice and vision of the company's ideals. I worked with the CEO to completely rethink the branding of the Clarke Allen network from the ground up. I also had the unique experience of designing an advertisement featured on the first page in the ADDY Awards Winners Book.

ACHIEVEMENTS

- *ClarkeAllen.com* – Worked with a small edit team to quickly rebrand and rethink their web strategy. We launched the new site in just three short months with a renewed focus on showcasing prior events via high resolution media and client testimonials, after which, local and nationwide traffic on all devices increased by over 170%.
- *Get Inspired* – Created a community based site with a fresh look-and-feel based of Clarke Allen's newer ideals of assisting the DIY event designers, rather than compete against them.
- *TheInevitableBox.com -* Was instrumental in the creation of this fully responsive website that honored what was originally a motivational WordPress blog. Since the publishing of The Inevitable Box book, I created the visual identity of the website and the e-commerce portion designed for its in-house retail.
- *Ask The Experts App-* Devised a strategy to create a forum-based Q&A section that was uniquely designed for the subject matter most appealing to the DIY event planners. It became a social hub for users to gain industry knowledge essential for planning their own events.

Visual Designer

Everyday Yard Sale, Falls Church, Virginia, April 2012 – January 2013
Strong focus on digital advertising technologies and social media marketing. Along with the international team, we developed new ways to view classified ads on websites and built innovative, interactive experiences.

ACHIEVEMENTS

- *EveryDayYardsale.com* – Designed the website to better compete with Craigslist by focusing on geolocation features, ease of use and a less cluttered UI.
- *Reimagined Classified Ads* – Worked with the overseas web development team to create a new system for cataloging and retrieving previously browsed ads & categories through an in-house database that could be deployed on any signed-in device.

Graphic & Web Designer

Vaughan Digital Media, Virginia Beach, Virginia, February 2009 – April 2012
Responsible for all digital media for the VDM Brand including digital presentations, livestream layout, social media and post production video. My main goal was to build out our online presence by creating a cohesive experience with the on-air network. I successfully launched the corporate identity/re-branding project with above satisfactory results, and devised a social media campaign to bring awareness of completely changed presence and services.

ACHIEVEMENTS
- *Marketing Campaigns* – Designed campaigns from ministries to ad units and off air posters for Vaughan Digital Media, local talent, non-profit organizations, and many more.

Graphic Designer

Stableboy Productions, Virginia Beach, Virginia, March 2006 – August 2009
Created positive propaganda, media and manage events for adolescents and young adults. I was responsible for designing flyers, updating business cards, optimizing photography for web, finalizing artistic drafts and correspondence.

Freelance Design

2006 – Present
In my spare time, I've been designing for friends, family and various companies to keep my skills sharp and to continually challenge myself to grow in new directions — it's a vital part of who I am. Over the years, I've done work for VH1, Universal Gaming Reviews, iDream Academy, NEMO Group, EliteOnes, and many more.

Education

Bachelor's Degree, Game and Interactive Media Design - DeVry University, 2009

Involvement

ADDY Awards: Guest attendance and designed advertisement featured on the first page in the ADDY Awards Winners Book 2014.
iDream Academy: Worked with potential sponsors for the non-profit & helped designed interactive map for the iDream in Colors Tour.
Musician Broadcasting Network 6: Deeply involved with large brainstorming sessions to further improve current UI/UX of the main site.
DM21 Gaming: Heavy visual involvement with corporate identity rebranding project, attributing uniquely designed digital and print assets.