

Profile

I am an experienced creative design professional with a proven track record of success from initial concept through to project completion. Result-oriented, high energy designer recognized for proactive initiative, flexibility, and enthusiastically meeting deadlines. I combine passion for graphic design, motion media, web development and print while maintaining a strong commitment to contributing to an organization's bottom line.

I am known for:

- Living and breathing design and technology
- Creativity, flexibility and a sense of humor
- Efficient time management attributes
- Ability to identify and implement design and marketing trends
- Being a proficient team player who strives in group environments
- Adapting and working well under pressure
- Extraordinary attention to detail
- Exceptional communication skills and ability to articulate the design process to clients

“Adam is a highly creative & motivated designer with a sharp eye for detail.”

Haley Anderson, Project Liaison, Ontario Invasive Plant Council

Proficiencies

Desktop	Design/Production	CMS/Languages	Additional Skills	Social Media
MS Word (Expert) MS PowerPoint (Expert) MS Excel MS Project MS Visio Corel WordPerfect	Photoshop (Expert) Illustrator InDesign (Strong) Flash Fireworks (Expert) Dreamweaver After Effects Premiere	Wordpress Joomla (Basic) HTML / CSS (Strong) PHP (Basic) JavaScript ActionScript (Basic) jQuery / MooTools XML	Corel Draw Swift 3D AutoDesk Combustion Apple Final Cut Pro Apple DVD Studio Extensis Suitcase Extensis Portfolio	Twitter Facebook Flickr LinkedIn FourSquare

Education

Seneca College | 2005

- Diploma in Digital Media Arts (Design Fundamentals, Web Design, Flash, Print, Video Editing/Compositing, Sound Editing)

Seneca College | 2001

- Certificate in Web Content & Design Program

Selected Work Experience

Adamconnor.ca | Freelance Designer | 2007 - Present

- Manage clients and projects as a freelance designer; sign on clients, lead briefing meetings, create work plans/timelines, design concepts, implement strategic and tactical goals, and evaluate the project's success
- Provide consultation on optimizing marketing efforts for both print and web campaigns
- Create engaging and effective print/media collateral that is easy to understand while remaining sustainable.
- Develop semantic Web 2.0, XHTML & CSS compliant code and integrate search engine optimization (SEO) while creating engaging usable websites

Clients: Toronto and Region Conservation (TRCA), Ontario Invasive Plant Consil (OIPC), Solid Homes, *Applica Consumer Products*

Critter Search Inc. | Sr. Designer | 2009 - 2009

- Designed and developed Wordpress based websites as well as created newsletters, email campaigns, landing pages and other printed marketing collateral
- Built GUI for custom, online SEO software (Critter Tools)
- Installed and administrated multiple Wordpress blogs

Clients: *25-Online-Casinos.com, Machine-a-Sous.com*

Toronto and Region Conservation (TRCA) | Freelance Designer | 2007 - Present

- Freelance work includes designing brochures, flyers, newspaper ads, reports and e-based marketing materials for Partners in Project Green, Black Creek Pioneer Village and other community projects
 - Contribute to consultation meetings regarding web tactics based on today's internet trends and standards
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Hotspex Inc. | Lead Designer | 2005 - 2007

- Managed and directed all projects within the graphics department, as well as led a team of designers
- Designed online newsletters, email campaigns, landing pages, prize/survey graphics, advertisements and various interactive applications
- Established the core identity and corporate brand vision - style guide, business cards, brand collateral, PowerPoint/Word templates, booths and Flash/video bumpers
- Constructed and managed the Hotspex Inc. corporate website
- Reconstructed key online client software services - IdeaSpex, ClickSpex

Clients: *Colgate, Nike, Royal Bank, McCain, National Bank, McDonalds, InBev, Unilever, Burger King*
