

ADAM S. NELSEN

Art Director / Graphic Designer / Illustrator

804.477.4107

adam@adamnelson.com

107 Barnes Ave. East Boston, MA 02128

THE GIST Award winning, ambitious, hard workin', big thinkin', creative pro with experience in both print *and* digital media

SKILLS I **excel at** strategic thinking, communicating ideas, interpersonal skills, illustration, print design, web design, typography, product styling, photography, yo-yoing (seriously) and making people laugh.

I **am highly proficient in** Photoshop, Illustrator and InDesign on the Mac OSX platform.

I **have working knowledge of** Dreamweaver, Wordpress, Drupal, Kentico, HTML, CSS and Flash.

EXPERIENCE

Graphic Designer

01/10 - 05/11
Concord, MA

GROVE MARKETING Brought onboard this team of seven to relieve the mounting pressures felt by the CD. Quickly learning the agency ropes, I conceptualized and designed web sites, banner ads, email campaigns, landing pages and print collateral for various small to medium sized clients in the engineering, software, commercial real estate, destination, for profit education, investment bank and consulting industries.

Key Accomplishments:

- Successfully transitioned into the digital space while helping sell and design 11 large web sites, a variety of smaller web projects, and countless corresponding print pieces
- Handed-off 4 pixel perfect **full** web site designs for a large company restructuring and rebranding effort in the engineering industry and helped manage its Kentico development

Art Director

1/08 - 1/10

Graphic Designer

9/07 - 1/08

Production Artist

9/06 - 9/07
Dedham, MA

FORTY SEVEN BRAND (formerly Twins Enterprise) Hired as a Production Artist and promoted several times into positions of progressive responsibility. As Art Director, lead and managed small teams of designers, stylists and photographers as well as outside vendors to deliver exceptional creative for this high-end sports licensed apparel brand.

Key Accomplishments:

- Art directed, designed, and styled the award winning 47brand.com (now located under the "look book" button of the current e-commerce site)
- Helped reposition and rebrand the company, designed the identity and logo
- Branded and styled the flagship '47 Brand boutique at 286 Newbury Street Boston
- Rendered and helped sell shop-in-shop concepts at the Red Sox Team Store, Harvard Coop, BU bookstore, Yale bookstore, Rangers Ballpark, Citi Field, and Madison Square Garden
- Designed custom store fixturing systems for use in nationwide big box retailers
- Conceived, designed and illustrated a gift-box direct mail piece that opened 20+ accounts that collectively spend upwards of 1.5 million annually
- Gave consumer and business facing marketing materials a unique illustrated vintage look that came to epitomize the brand

EDUCATION

BFA

2001 - 2005
Richmond, VA

VIRGINIA COMMONWEALTH UNIVERSITY I majored in Communication Arts and Design with a focus in illustration.

HONORS

2009

AIGA BoNE SHOW Awarded one of only five web site prizes out of 500 total entries for 47brand.com. The BoNE Show is held every **two** years to shine a light on the best design and communications talent in the North East.

2001-05

DEAN'S LIST every semester while studying at Virginia Commonwealth University