# andre adams

(831) 917-0971

andre@andreadams.com [www.TradigitalDesigns.com](https://www.tradigitaldesigns.com/) [www.linkedin.com/in/andre-adams-illustrator](https://www.linkedin.com/in/andre-adams-illustrator/)

#  Senior Graphic Designer

With over a decade of experience in designing engaging, impactful graphics for websites, digital media, and print with proven success, I am seeking a creative, challenging role where I could provide veteran leadership in visual communication projects; expertise in branding strategies, promotions, marketing, and increasing website traffic, to include implementing an innovative approach to project management.

 **Work Experience -** *Companies*

## Senior Graphics Support Specialist 2018–present

[**Naval Postgraduate School**](https://www.nps.edu/)(Monterey, CA)

* Design and deliver graphics for all departments at one of the top Naval research institutions in the United States, to include: reports, posters, postcards, programs, flyers, logos, maps, banners, newsletters, signage, etc.
* Promote the University's Mission, by means of producing numerous publications, such as the quarterly *In Review* magazine,

*Strategic Plan*, and *Annual Report*, and ensuring brand guidelines are met. Developed tradeshow booth visuals for stakeholders.

* Provide social media support (banners, YouTube, analytics) for the web team; helped increase traffic and engagement.
* Operate and maintain the Xerox Versant 180 Press—a state-of-the-art offset printer intended for high volume production— as well as an EPSON plotter printer and an industrial cutting machine.
* Spearheaded and conducted myriad trainings for MCs (Mass Communication Specialists) in addition to preparing training material and tutorials for the campus.

## Multimedia Designer 2015–2017

[**Monte Vista Christian School**](http://mvcs.org/)(Watsonville, CA)

* Created all visuals for the campus (posters, postcards, flyers, banners, catalogs, etc), provided ongoing support, supervised colleagues and coordinated all marketing and promotional material, as well as being involved in fundraising campaigns.
* Updated and maintained the school’s website; actively involved in photo shoots and video production for various departments and sports teams, which in turn helped recruit 200 new students from around the world.

## Illustrator, Visual Designer & Animator 2008–2015

[**Rejuvé Medical**](http://www.rejuvemedical.com/)(Saratoga, CA); [**ischool Zambia**](http://edition.cnn.com/2014/02/19/business/who-needs-textbooks-zambian-ipad-school/)(remote); [**e-learning solutions by eekhö**](http://www.elearning-solutions.fr/eekho.htm), (Lille, France)

* Created advertising material, assets and provided web marketing solutions, which included newsletters, social media campaigns, and building of micro-sites.
* Developed Flash animations, illustrations, infographics, icons, PowerPoint presentations, storyboards and e-learning modules, as well as being involved in B2B Marketing. Helped increased revenue at eekhö by 33% in 2011.

## 2D/3D Animator and E-learning Developer 2006–2008

[**L-3 Communications/GS&ES/SY Coleman**](http://www.l-3com.com/)(Monterey, CA)

* Created talking avatars for 10 different languages, edited audio and video files, coded Flash interactive lessons—which were XML driven— and developed instructional material in support of the DLI (Defense Language Institute) used by the Army.
* Developed culturally correct characters, rigging them with proper clothing and accessories, implementing sound effects and music scores; created wireframe models & rendered 3D environments, as well as developing storyboards for animations.
* Served as Project Manager for the Animation Department, where I delegated work and oversaw production.

*For additional and previous work experience, please see website.*

 **Work Experience -** *Independent*

## Independent Contractor & Freelancer 2010–present

[**Tradigital Designs**](http://tradigitaldesigns.com/)

As an entrepreneur and founder of this creative agency, I provide print and web solutions for ad agencies, design shops, animation studios, magazines, newspapers, educational institutions, tech companies and business owners. Expertise in logos and branding, designing ads, brochures, business cards, direct mail, emailers, packaging, annual reports, environmental graphics, icons, infographics, signage, labeling, giftware, technical illustration, cartooning, character creation, 2D & 3D animation, avatars, mobile apps, newsletters, e-learning modules, wireframing & storyboarding, PowerPoint presentations, videography, and interactive/instructional design. I have worked within corpo- rate brand standards and have developed time-critical deliverables while following quality control processes and best practices.

* Launched [**The Cartoon Express**](http://www.thecartoonexpress.com/)in 2010, a micro-stock site where users can browse and download vector illustrations, backgrounds, scenes, game assets, logos, and animation tutorials.

#  Skills & Competencies

* Mastery of design applications in Adobe Creative Cloud: Illustrator, Photoshop, Lightroom, InDesign, After Effects, Premiere Pro, Audition, Animate, Bridge, Dreamweaver, Firerfly, etc.
* Familiar with Sketch, Figma, Canva, and various 3D programs such as Poser, Blender and Maya.
* Proficient in HTML/CSS; fundamental knowledge of HTML5, CSS3, XML, JavaScript, Python and UI/UX Design.
* Skilled in 2D/3D Animation, Motion Graphics, Video Production, Mobile and Responsive Design.
* Fluent in Microsoft Office 365 (Outlook, Word, PowerPoint, Excel, Sharepoint, Teams, etc).
* Familiar with Keynote, WordPress, Salesforce, CMS.
* Experienced in all traditional media—color pencil, charcoal, pastel, watercolor, oil, acrylic, marker, rapidograph pen, airbrush, etc.
* Intermediate level French and conversational Russian. Learning Spanish. Adapted and thrived in work environments in France, Belgium, and Luxembourg.

#  Courses & Certifications

## UX Design/ Fundamentals Certification 02/2024

**Google/ Aquent Gymnasium** (online)

## Artificial Intelligence Fundamentals Certification 12/2023

**IBM** (online)

## HTML/CSS Certification 04/2014

**Aquent Gymnasium** (online)

#  Education

* **Bachelor of Arts in Commercial Art**; emphasis in illustration and graphic design. Minored in Journalism.

[**American Intercontinental University**](http://www.aiuniv.edu/)(Los Angeles, CA)

Art study classes included Art History, Advertising and Marketing, Animation, Illustration, Painting, Graphic Design and Layout, Multimedia, Typography, and Desktop Publishing.

* Additional digital design studies at [**Monterey Peninsula College**](https://www.mpc.edu/)
* Ongoing research and education in Artificial Intelligence and Machine Learning, to include OpenAI (Chat GPT), Google Gemini, MidJourney, DALL-E, prompt engineering, etc.

#  Honors, Activities, Facts & Fancies

* Won first place in national drawing contest at age 7 for *Cricket* Magazine
* Dean's List, [**American Intercontinental University**](https://www.aiuniv.edu/)(Los Angeles, CA)
* Worked directly with internationally acclaimed video game designer [**Lorne Lanning**](http://en.wikipedia.org/wiki/Lorne_Lanning)in 2011, founder of the multi-million dollar

[*Oddworld Inhabitants*](https://en.wikipedia.org/wiki/Oddworld_Inhabitants)franchise.

* [Instrumental in developing the **Zambian iPad**, a teaching tool for underprivileged children in Africa through my illustrations &](https://www.cnn.com/2014/02/19/business/who-needs-textbooks-zambian-ipad-school/index.html) [animations, that made international news, 2014](https://www.cnn.com/2014/02/19/business/who-needs-textbooks-zambian-ipad-school/index.html).
* Author and illustrator of [***Freedom Fries: Musings on French and American Culture***](https://www.amazon.com/Freedom-Fries-Musings-American-culture/dp/0692129227), available on Amazon, 2018.

#  Testimonials

*“I wanted to make sure to document my experience with Mr. Adams because it was unique. I am the lead planner for Col Randy Pugh's
retirement ceremony and working with countless entities to make sure his retirement goes off without a hitch. When I reached out to Mr. Adams, he was prompt, kind and informative of the process. He was also enthusiastic about helping me and offered creative ideas to make sure the program I was requesting was only of the highest quality. Conversing with him via email, he was prompt and light-hearted; I would never know if he had any other projects (which I assume he does) as he made sure I felt attended to as the customer. He is/was by far, the most enjoyable and pleasant individual to work with and I asked him who his supervisor was so I can make sure to note the aforementioned. Please let me know if there is another way I can make sure he is recognized or that his superior service is documented.”*

## ~ Captain Emily F. Hastings, Manpower Systems Analysis, Naval Postgraduate School, USMC

*“The quality of your delivery is impressive and stimulating. The quality of your presentation of those ideas and the girth the versions you covered... is exciting and validates our decision to engage you specifically.”*

## ~ Lorne Lanning, internationally acclaimed video game designer (creator of OddWorld Inhabitants)

*“As the Co-Founder and VP Consulting of Learning Drip, a French company aiming to explain in a simple and fun way new and innovative con- cepts to professionals, whatever their language or their culture, I wanted to have several drawings to illustrate some of those concepts. Andrew was the right person for that challenging task. His ability to understand quickly what we wanted (even when working remotely), his capacity to translate a complex and abstract concept into a drawing, and his promptness to deliver the drawings are among his main assets. We strongly recommend him and will be looking to work again with him on future projects.”*

## ~ Frédéric Bouchez, Co-Founder & VP Consulting, Learning Drip Technologies

*“Andre was a pleasure to work with. He is able to take an idea and run with it with minimal guidance. He works fast, diligently and his illustra- tions are of great quality and capture the concept beautifully. We look forward working with Andre again and I recommend him for anyone's illustration, cartooning or design needs.”*

## ~ Katie P, Vital Findings

*“André is a smart, sensitive, curious person who can capture the serious, the comical, the interesting side of people, products or situations, and use them to convey new ideas. Very talented at expressing complex situations with graphics, Andre knows how to synthesize and capture the essential. Very demanding with himself, André will work very hard to achieve all his goals.”*

**~ Olivia Ben Haim, Founder and Professor at Olingua**

#  References

Over the years I've worked with art directors, authors, business owners, and countless others who can attest to my work ethic and professionalism.

## Mike DiFranco

[Communications Director, *M3 Environmental LLC*](https://www.linkedin.com/in/mike-difranco-77a13212/)

(831) 277-8061 I mj.difranco@gmail.com

## [George Hanson](https://changinglivestogether.org/leadership/)

[Founder, *Changing Lives Together*](https://changinglivestogether.org/leadership/)

(916) 225-6019 I georgeahanson@yahoo.com

## Dave Nystrom

[Director of Strategic Communications,](https://www.linkedin.com/in/dave-nystrom-bb23b517/) *Naval Postgraduate School*

(831) 656-3869, (360) 710-7240 I dave.nystrom@nps.edu

## [Steve Sharp](https://www.linkedin.com/in/stephen-sharp-575039b/)

[Former Headmaster, *Monte Vista Christian School*](https://www.linkedin.com/in/stephen-sharp-575039b/)

(831) 768-6105, (831) 750-2579 I sjsharp52@gmail.com

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