

ANDRE ADAMS

MULTIMEDIA DESIGNER

RÉSUMÉ +
PORTFOLIO



🎯 Objective

Seeking a creative, challenging role as a **Senior Multimedia Designer and/or Art Director**, where I could provide veteran leadership in graphics projects, promotions, marketing and advertising, as well as implementing an innovative approach to project management. 20+ years of experience in designing engaging, visually appealing graphics for websites, digital media, and print with proven success.

🏠 Work Experience – Independent

Independent Contractor & Freelancer – As an entrepreneur and founder of **Tradigital Designs**, I provide creative 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 corporate brand standards and have developed time-critical deliverables while following quality control processes and best practices. Launched **The Cartoon Express** in 2010, a micro-stock site where users can browse and download vector illustrations, backgrounds, scenes, game assets, logos, and animation tutorials. **(2010–present)**.

🏢 Work Experience – Companies

Senior Graphics Support Specialist – **Naval Postgraduate School** (Monterey, CA): as Lead Designer for one of the top Naval research institutions in the United States, I design and promote all print material—reports, posters, postcards, flyers, banners, newsletters, signage, etc.—for the University, which include numerous publications, such as the quarterly *In Review* magazine, *Strategic Plan*, and *Annual Report*. I provide social media support (banners, analytics) for the web team, in addition to operating 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 industrial cutting machine. I have spearheaded and conducted myriad trainings for fledgling designer MCs (Mass Communication Specialists) in addition to preparing training material and tutorials for the campus. **(2018–present)**

Multimedia Designer – **Monte Vista Christian School** (Watsonville, CA): as Senior Designer, I created all visual publications (posters, postcards, flyers, banners, catalogs, etc), updated and maintained the school's website, supervised other artists and coordinated all marketing and promotional material, as well as being involved in fundraising campaigns. I was also actively involved in photo shoots and video production which helped recruit 200 new students from around the world. **(2015–2017)**

Illustrator, Visual Designer & Animator – Worked remotely for **Rejuvé Medical** (Saratoga, CA), where I created assets and provided web marketing solutions, which included newsletters, social media campaigns, and building of micro-sites, in addition to working remotely for **ischool Zambia** and **e-learning solutions by eekhö**, (Lille, France) where I created Flash animations, illustrations, infographics, icons, PowerPoint presentations, storyboards & e-learning modules, as well as being involved in B2B Marketing. **(2008–2015)**

2D/3D Animator and E-Learning Developer – **GS&ES/SY Coleman** (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. Additional responsibilities included developing culturally correct characters, rigging them with proper clothing and accessories, implementing sound effects & music scores, creating wireframe models & rendering 3D environments, and developing storyboards for animations. I also served as interim Project Manager for the Animation Department, where I delegated work and oversaw production. **(2006–2008)**

For additional and previous work experience, please see website.

🎓 Education

- ▶ **Bachelor of Arts in Commercial Art**; emphasis in illustration and graphic design. Minored in Journalism. **American Intercontinental University**, Los Angeles, CA (1996). 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** (1999-2001).
- ▶ Ongoing research and education in Artificial Intelligence and Machine Learning, to include OpenAI (Chat GPT), Google Gemini, MidJourney, DALL-E, prompt engineering, etc.

💻 Skills & Competencies

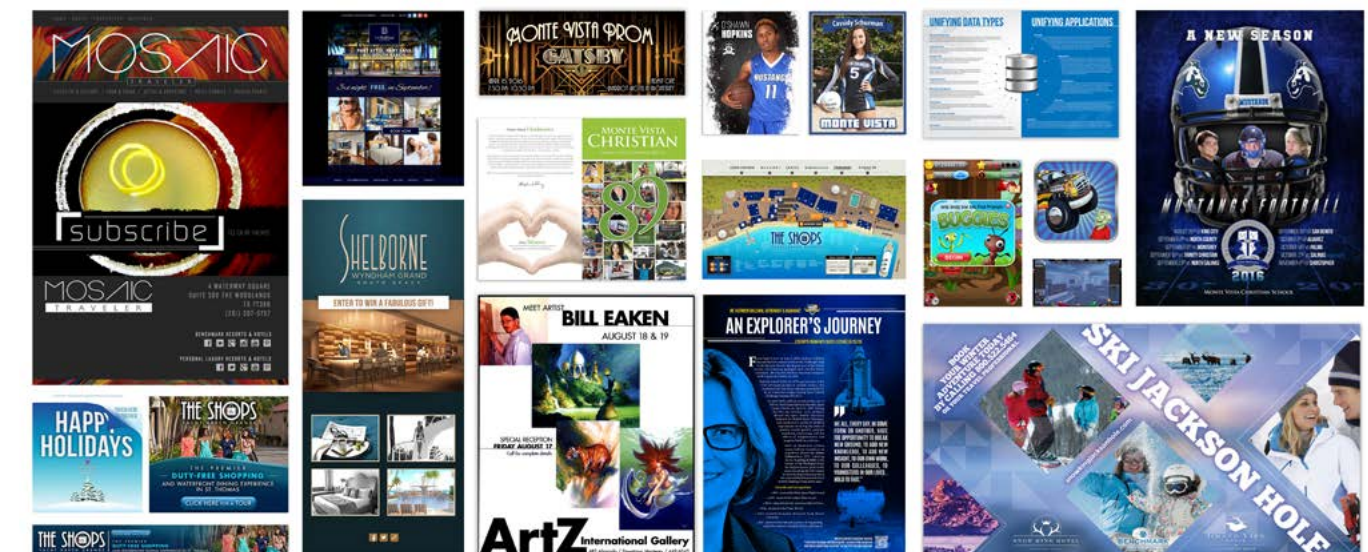
- ▶ Mastery of design applications in Adobe Creative Cloud: Illustrator, Photoshop, InDesign, After Effects, Lightroom, Premiere Pro, Animate, Bridge, Dreamweaver, etc.
- ▶ Familiar with Sketch, Figma, Canva, and various 3D programs such as Poser, Blender and Maya.
- ▶ Proficient in HTML/CSS; fundamental knowledge of HTML5, CSS3, XML, JavaScript, 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, airbrush, etc.
- ▶ Intermediate level French and conversational Russian. Learning Spanish. Adapted and thrived in work environments in France, Belgium, and Luxembourg.

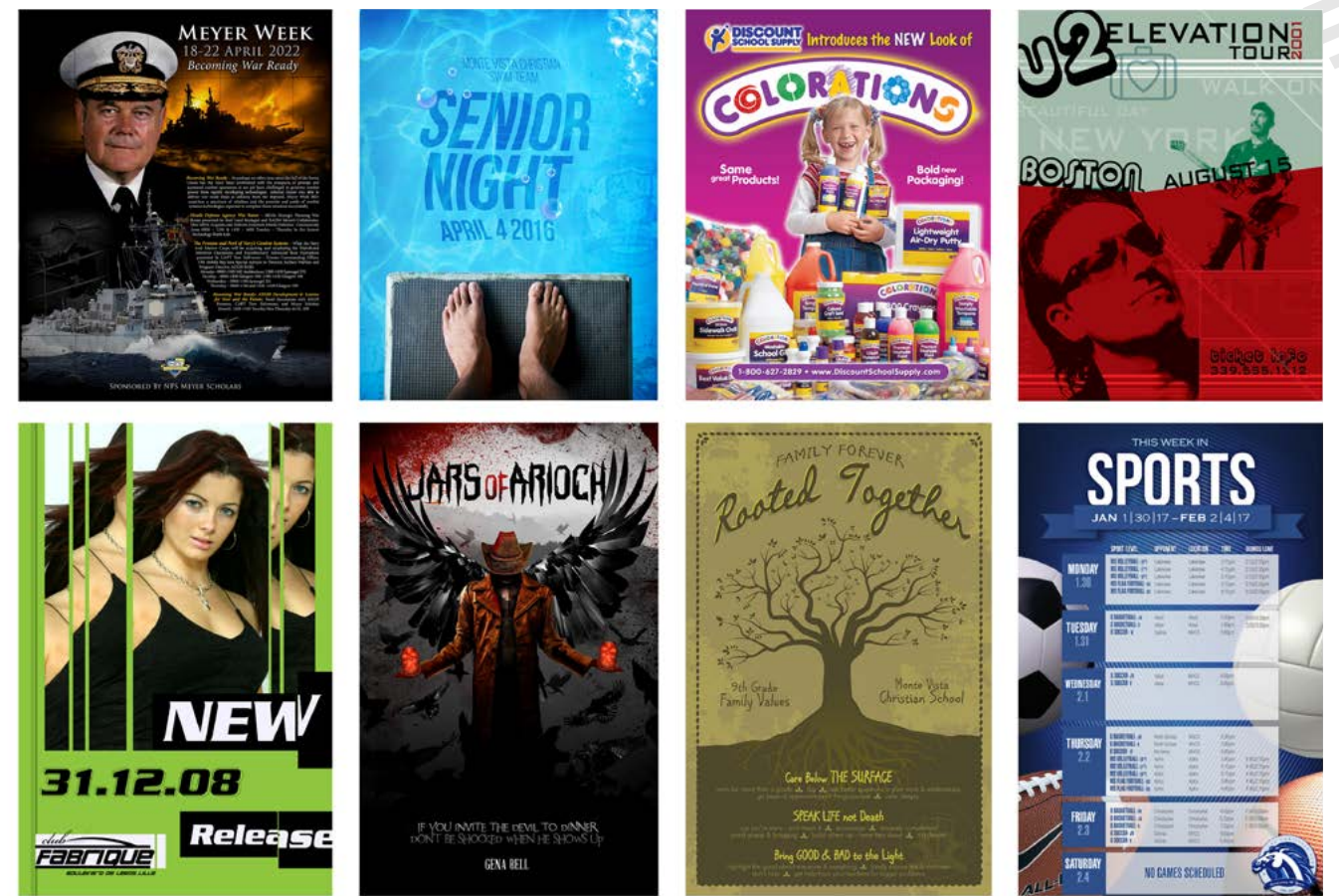
📖 Courses & Certifications

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)





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 concepts 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 illustrations 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
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George Hanson

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Frédéric Bouchez

Founder, Learning Drip Technologies (Lille, France)
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Honors, Activities, Facts & Fancies

- ▶ Won first place in national drawing contest at age 7 for Cricket Magazine, September 1982.
- ▶ Dean's List, American Intercontinental University (Los Angeles, CA), 1992.
- ▶ Worked with internationally acclaimed video game designer Lorne Lanning (Oddworld Inhabitants) in 2011.
- ▶ Instrumental in developing the Zambian iPad, a teaching tool for underprivileged children in Zambia through my illustrations & animations, that made international news, 2014.
- ▶ Author and illustrator of *Freedom Fries: Musings on French and American Culture*, available on Amazon.



