

Arielle Adams

Interactive Media Web / Graphic Designer

Ambitious graphic and web designer aiming to make a difference through positive art while creating long - lasting and identifiable digital and print media. Seeking full-time and/or contract employment with a firm capable of utilizing over 10 years of visual strategy, branding, layout development, and collaborative marketing experience.

Arielle.Adams2@gmail.com

ArielleAdams.com

901.949.9388

Education & Credentials

- Bachelor of Fine Arts (BFA),
Graphic Design & Interactive Media, March 2013
The Art Institute of Tennessee, Nashville, TN
- Resident Assistant (RA)
 - Peer Tutor (Web design, Adobe Illustrator, Adobe InDesign, English)
 - Member of Alpha Beta Kappa Honors Society

Experience Highlights

- AQ Designz, Memphis, TN** **01/12 to Present**
Owner/Graphic Designer/Web Developer
- Developed over 100+ graphic design projects (brochures, catalogs, presentations, etc.)
 - Accumulated a nationwide client base
 - Completed over 100 contracts
 - Marketing consultant for several companies in the states of TN, MS, AL, FL, CA

A3 Media, Trooper, PA **7/19 to 03/2022**

- Interactive Media, Graphic, and Web Designer**
- Execute all visual design stages from concept to final hand-off to sales team
 - Conceptualize original website design ideas that bring simplicity and user friendliness to complex roadblocks
 - Updated Company WordPress websites on a weekly basis
 - Create wireframes, storyboards, user flows, process flows to communicate interaction and design ideas for web and video advertisement platforms
 - Present designs and key deliverables to peers when it comes to web and app interfaces
 - Establish and promote design guidelines, best practices and standards
 - Transform informative content to create Power Points, Online Flipbooks, and Interactive PDF's, for the Sales Team
 - Create graphics and content for company weekly blogs

Programs & Languages of Expertise

- Photoshop
- Illustrator
- InDesign/AutoCad JavaScript
- Dreamweaver
- HTML5/CSS3
- Final Cut
- Adobe After Effect
- GIMP
- Wordpress/PHP
- Search Engine Optimization
- Microsoft Office SQL
- Flash / Action Script

Design Proficiency Skills

- Logo Design
- Photo Retouching
- T-Shirt Design
- Banner Design
- Typography
- Building Sign Design
- Flyer Design
- Business Card Design
- Billboard Design

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Experience Highlights

Taxes 365, Memphis, TN (Contract) 12/18 to Present
Web and Graphic Designer

- Created company website and team interface
- Transformed content data into visual digital infographics for employee training
- In charge of Weekly Search Engine Optimization and Google Analytics
- Updated Backend Database Daily for Incoming new Tax clients and Team
- Created all print documents for Sales Team Monthly
(Brochures, Business Cards, Push Cards)

Web Developer FedEx Services - Memphis, TN 12/18 to 07/19

Web Developer

- Designed/Developed Company Website (For Employee Internal Training)
- Compressed informational content and data into infographics for employee training
- Designed Mockups
- Led presentation for current employees on proprietary mapping schemes for structure of the company

ThyssenKrupp Elevator, Germantown, TN 07/14 to 11/18

Graphic Designer II

- Designed graphical interface for kiosk applications at new One World Trade Center in New York City
- Led training for new/current employees on proprietary elevator mapping schemes.
- Contributed graphic design fixes that have been implemented in ThyssenKrupp Elevator operations worldwide.
- Transformed elevator building blueprints into interactive HTML interfaces
- Leader of Charity/Event Committee