

# Arielle Adams

Interactive Media Web Developer / Graphic Designer - Portfolio Website: [ArielleAdams.com](http://ArielleAdams.com)  
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Skilled Graphic & Web Designer with over 12 years of experience specializing in elevating digital and print media through advanced web and graphic design techniques. Proficient in WordPress development and SEO optimization. Recognized for enhancing user experience and visibility and optimizing website functionality. Dedicated to developing creative concepts, adhering to brand standards, and staying abreast of the latest changes, trends, and technological advancements. Capable of managing project timelines and objectives while providing assistance, mentoring support, and delivering constructive feedback. Aiming to leverage expertise in client website monitoring, communication, and design to drive visual strategy and branding within innovative team environments.

## Education & Credentials

Bachelor of Fine Arts (BFA), Graphic Design & Interactive Media,  
Graduation Date: May 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

## Programs & Languages - Expert Level

WordPress/PHP	HTML5/CSS3	jQuery	JavaScript
SQL	HTML/CSS	Dreamweaver/GIT	Microsoft Office
Photoshop	Illustrator	InDesign/Auto Cad	Microsoft SharePoint
Smart Sheet	SEO	Final Cut/Premiere	Adobe After Effect

## Design Proficiency Skills - Expert Level

Logo Design	Photo Retouching	T-Shirt Design	Banner Design
Typography	Building Sign Design	Flyer Design	Business Card Design
Website Architecture	Website Wireframe	Product Brand Design	

## Experience Highlights

***The City of Prichard Alabama, (Remote-Contract)***  
***Web and Graphic Designer***

***01/2021 to current***

- Spearheaded the creation of a comprehensive database platform for city meetings and ordinance data, enhancing accessibility and organization.
- Expertly managed and maintained the city's WordPress website, ensuring seamless operation and user experience.
- Crafted compelling event graphics for print and social media, bolstering the city's visual brand.
- Revamped city's digital presence, elevating user engagement by optimizing site architecture.

***365 Accounting and Taxes, Memphis, TN (Remote-Contract)***  
***Web and Graphic Designer***

***12/2018 to 01/2024***

- Management of daily database updates, scheduling, and reporting tools while maintaining impeccable accuracy in client and team data.
- Transformed complex data into engaging infographics, elevating employee training efficiency.

- Revolutionized client interaction by developing an interactive tax guide, enhancing user experience.

***Next Level Organization, Memphis, TN (Remote-Contract)***  
***Web and Graphic Designer***

***05/2019 to 11/2023***

- Orchestrated web layout and design for diverse sectors, including non-profit and transport.
- Designed compelling print materials, including brochures and business cards, enhancing brand visibility.
- Monitored and maintained the server database, ensuring optimal performance and uptime.

***A3 Media, Trooper, PA***  
***Interactive Media, Graphic, and Web Designer***

***7/19 to 03/2022***

- Managed company's WordPress sites, performing weekly updates to maintain relevancy & precision.
- Devised wireframes, storyboards, and user flows to clearly articulate interactive design concepts.
- Presented crucial deliverables to colleagues, fostering collaboration and feedback.
- Set design guidelines and best practices, defining the benchmark for quality and uniformity.
- Converted complex data into engaging presentation materials, enhancing sales team's capabilities.

***Web Developer FedEx Services - Memphis, TN***  
***Web Developer (Contract)***

***12/18 to 07/19***

- Transformed complex data into easily digestible infographics, enhancing employee learning
- Led informative presentations on company structure, fostering a collaborative environment
- Revamped FedEx's internal website architecture, ensuring seamless backend functionality and user engagement.

***ThyssenKrupp Elevator, Germantown, TN***  
***Graphic Designer II***

***12/16 to 11/18***

- Directed the design of a graphical interface for kiosk applications at One World Trade Center.
- Pioneered an innovative training program for employees on proprietary elevator mapping schemes
- Boosted team productivity by leading innovative design training programs.
- Streamlined design processes by enhancing efficiency for ThyssenKrupp's global projects.

***Service Masters, Memphis, TN***  
***Instructional Designer***

***01/13 to 11/16***

- Developed and implemented engaging e-learning modules and instructional materials, enhancing employee training effectiveness and knowledge retention by 30%.
- Collaborated with subject matter experts to analyze training needs and design customized learning experiences that align with organizational goals.
- Utilized instructional design principles and multimedia tools to create interactive and visually appealing content for diverse learning platforms.