Andre Adams

designer | animator | illustrator

www.tradigitaldesigns.com, www.andretheartist.com
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andretheartist
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Objective

Seeking a creative, challenging role as a Senior Visual Designer and/or Multimedia Artist, where I could provide veteran leadership, acquire new skills, and help push projects to the next level through suggestions and design direction.

Work Experience *Independent*

Independent contractor & Freelancer – As Creative Director of ***Tradigital Designs***, I provide creative print and web solutions for ad agencies, design shops, animation studios, magazines, newspapers and business owners. Founder of ***The Cartoon Express***, a micro-stock site where users can browse & download vector illustrations, animations, logos, and design tutorials. Expertise in logos and branding, designing ads, brochures, business cards, direct mail, emailers, packaging, annual reports, graphics, icons, labeling, giftware, illustration, cartooning, character creation, 2D & 3D animation, avatars, mobile apps, and interactive and instructional design. **(2010-present)**

Work Experience *Companies*

Graphics Support Specialist – ***Naval Postgraduate School*** (Monterey, CA) as Lead Designer for one of the top Naval research universities in the country, I design and promote all publications (posters, postcards, flyers, banners, newsletters, etc.) for the school, which include the quarterly *In Review* magazine, *Strategic Plan*, and *Annual Report*, which are mailed out and circulated to top dignitaries across the nation. My responsibilities include mentoring and managing MCs (Mass Communications Specialists) in the Public Affairs Department, to improve workflow, ensure proper design standards are met, resolve issues with the equipment, and actively promote diversity and inclusion through visual representation. I operate the Xerox Versant 180 Color Digital Press, a state-of-the-art offset printer intended for high end print publications, as well as an EPSON plotter printer. **(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 & maintained the school's website, supervised other fledgling designers and coordinated all marketing & 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 development 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 and e-learning modules, as well as being involved in B2B Marketing. **(2008–2015)**

2D/3D Animator and Flash Developer – ***L-3 Communications/GS&ES*** (Monterey, CA) Created talking avatars for 10 different languages, edited audio and video files, created Flash interactive lessons 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 and 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)**

Graphic Designer – ***The Wave Magazine*** (San Jose, CA) Responsible for designing full-color ads, tradeshow graphics and flyers for Silicon Valley's most widely circulated lifestyle & entertainment magazine, as well as color correcting photos, traffic coordination, pagination and publishing the magazine's website. **(2005–2006)**

Graphic Artist & Illustrator – ***Excelligence Learning Corporation*** (Monterey, CA) Provided illustrations, designed and produced catalogs, created ads, posters, cover comps, and worked with the product development/marketing teams to develop children's educational products. I was responsible for the layout, design and packaging of more than 100 products, of which many went on to become top selling items. **(2002–2005)**

Production Artist – ***Monterey County Weekly*** (Monterey, CA) Created ads, logos, illustrations, templates, flyers, cover designs and graphics for The Weekly, an alternative weekly newspaper circulated throughout Monterey County. In addition, I had to proofread, edit and on occasion compose ad copy, as well as lay out the newspaper. In a daily deadline-driven environment, I helped to deliver material that was well received and managed to increase circulation of the publication from the previous year. **(2001–2002)**

(continued)

Education

B.A. in Commercial Art – emphasis illustration & design. Minored in Journalism. Additional studies in Advertising. American Intercontinental University, Los Angeles, CA (1996).

Skills

• Mastery of design applications in Adobe CC: Illustrator, Photoshop, InDesign, After Effects, Lightroom, Muse, Premiere Pro, Animate, Bridge, Dreamweaver, Fireworks. Familiar with 3D program Poser, Blender & Maya.

• Skilled in Keynote, Microsoft Office, Outlook, WordPress, CMS.

• Fundamental knowledge of HTML and CSS, HTML5, XML, action-scripting, AJAX, UI/UX, & responsive design. Experienced in all traditional media – color pencil, charcoal, pastel, watercolor, oil, marker, airbrush, etc.

• Comfortable working on both Mac and PC platforms.

• Conversational French and Russian. I have lived and worked in France, Belgium, and Russia.

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, 1992.

• Instrumental in developing the Zambian iPad, a teaching tool for underprivileged children in Zambia through my illustrations and animations, that made international news, 2014.

• Worked directly with internationally acclaimed video game designer Lorne Lanning in 2011.

• Creator of *"Freedom Fries"* comic and book, satirizing American and French culture.

Testimonials

"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

"I just have to say you are amazing!! I wish I met you earlier!! Those graphics are just incredible!! You are beyond any graphic artist I have met! Thank you so much. I love all of the images, every one of them. The detail is just amazing."

~ Dave Tessitore, Dashy Apps

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