



ED ADAMS ART DIRECTOR, IMAGE-MAKER, & INTERACTIVE DESIGN GEEK
INTERACTIVE | PRINT | ILLUSTRATION • ED@FLICKERTOFLAME.COM • [C] 973.979.0966 • WWW.FLICKERTOFLAME.COM

SKILLS & TOOLS:

- » Interactive Design [animation, usability and standards-compliance], Print Design [packaging, P.O.P., advertising, and production], Flash Animation & Development, Illustration, Branding, Photography, and Audio Editing.
- » Mac OS X expertise and working knowledge of Microsoft Windows.
- » Adobe CS5: Photoshop, Flash, Illustrator, InDesign, & Acrobat Pro, AS 2.0 (w/ongoing 3.0 education), XML, CSS & HTML.

EXPERIENCE:

- » **FLICKER TO FLAME** [www.flickertoflame.com]. *Freelance Art Director* focusing on interactive design (with an emphasis on standards compliance), print design/production, and Flash animation/development. Assorted industries from music promotion to consumer goods and pharmaceuticals. 2003-present.
- » **DataPositive**, Morristown, NJ. *Associate Creative Director* at thriving interactive agency. Lead creative and Flash development for several large calibre clients including: BP/Castrol, ChapStick, & Disney. Helped broaden the company's range of skill sets to include advanced actionscript, animation, video integration, and the latest in social media trends. Managed small teams of creatives/Flash developers in an incredibly fast-paced environment of often limited resources. 2008-2009.
- » **DataPositive**, Morristown, NJ. *Art Director* for young interactive agency. Brought new skills in Flash development, user interface design, standards-compliant design, and branding. Helped development of the internal creative infrastructure, and played a major role in winning new business; specifically the agency's largest client, BP/Castrol. 2007-2008.
- » **DVC Worldwide**, Morristown, NJ. *Art Director* in charge of all interactive and print media for the following clients: JVC, AT&T, Hertz, Nokia, & Gillette. Responsibilities included original concept development and design, client presentation, and assorted new business pitches at an agency whose legacy and clients demanded the highest quality work in the industry. 2005-2006.
- » **DVC Worldwide**, Morristown, NJ. *Junior Art Director* on AT&T PrePaid/Military, Nokia, and all interactive work at the agency. As company structure changed, took a leadership role to maintain interactive development standards. 2004-2005.
- » **PMD**, Parsippany, NJ. *Graphic Designer* for startup agency. Clients included food service, automotive, and consumer goods companies. Worked heavily in concept development and new business. 2004.

EDUCATION:

- » **B.F.A. in Fine Arts** with a concentration in Graphic Design, Digital Media, and Photography.
- » **The College of New Jersey**. Ewing, New Jersey. 1999-2003.

RECOGNITION:

- » Invited as guest instructor of an Adobe Illustrator CS4 course at Lakewood High School for educator professional development.
- » **Jersey Award: Interactive Design** - Art Director/Flash Developer: Castrol's Pop The Hood Instant Win Game. 2008.
- » **PROMO Magazine: Viral Campaign of the Year** - Art Director: PetStyle.com. 2007.
- » Invited to design a poster for new media artist, **Ricardo Miranda Zuñiga's** gallery installation, "FALLOUT: What's Left" [ambiente.com]. Brooklyn, NY. 2005.
- » Invited to participate in the 2004 Art Alumni Exhibition at TCNJ. October, 2004.
- » Faculty Purchase Award at TCNJ student exhibition. Large format inkjet print purchased for permanent collection. May, 2003.

HIGHLIGHTS:

- » **BP/Castrol: GTX Nationals**. BP/Castrol came to DataPositive to develop a promotion and online instant win game to leverage their most popular, yet least utilized, celebrity spokesperson: NHRA racing champion, Ashley Force. We built a full-browser Flash site with interactive alpha video overlays of Ashley that we shot in Las Vegas. With a limited team of 3 [including front and backend developers], and a time frame of less than 3 months, I Art Directed and designed the entire site including video, animation, and much of the Flash development. [gtxnationals.com]
- » **JVC: Cutting Room Floor**. DVC was engaged by JVC to create an add-on program to a 'create your own video' promotion between themselves and Vmix.com. The Flash application allowed users to build their own videos on-the-fly with a smorgasbord of nonsensical, humorous clips and audio overlays. We supported this microsite with an equally bizarre billboard in Times Square, over JVC's famous globe, as well as an online banner campaign. As Art Director on the project, I assumed all design and concepting responsibilities for both the interactive and billboard assets, directed the development of the site by a 3rd party, and oversaw all peripheral workflow; including retouching, web banner publishing, and beta testing.