

ADAM GIBBONS : ART DIRECTOR

69 Beechcroft Street Apt2 Brighton MA • www.adamgibbons.com/work • adam@adamgibbons.com • 617-755-9795

Highly qualified design professional with 18 years of well rounded experience in the disciplines of online, print and packaging. Specializing in interactive advertising from production to art direction in tune with the latest trends & technologies. A team player, great motivator & mentor with a bright and positive personality. Strong communication skills for building rapport & confidence, giving presentations and sharing skill sets and insights with colleagues.

- Strong creative concepting skills
 - On top of emerging trends & technologies
 - Strong presenter & idea seller
 - Skilled at providing clear comprehensive direction
 - Good at identifying client's needs.
 - Able to manage personal & team deliverables
 - Easily juggles multiple projects & brands
 - Adept at conceptual & technological problem solving
-

PROFICIENCY

Photoshop CS6, Illustrator CS6, Flash CS6 (AS2), Illustrator CS6, InDesign CS6, Media Encoder CS6, DreamWeaverCS6, AfterEffects CS6, Audition CS6, Muse CS6, Soundbooth CS5, Edge CS5.

CAREER

- **Freelance Art Director/Designer : April 2012 - Current**
 - Work for Forge WorldWide, Digitas, Tribe Records UK, MiCasa Entertainment & Ocha Records
- **Lead Designer : Digitas : Boston : March 2006 – April 2012**
 - Oversaw & managed production teams in Costa Rica to produce campaigns & projects across Digitas client brands.
 - Brought to life interactive campaigns across multiple Digitas clients.
 - Concept, execution & oversee the production of micro sites & special digital pieces.
- **Freelance Art Director/Designer : August 2003 - March 2006**
 - Work for Xynergy, Digital Endeavors, Gotsoul Records, New Eart Records & Digitas
- **Senior Designer : Digitas : Boston, NYC, Chicago : March 1997 – August 2003**
 - A primary member of the digital production team at then Strategic Interactive Group, building some of the first ever web ads for American Express, FedEx & LL Bean; pioneering OLA production from gif animation to the introduction of Flash.
 - Long term engagements in multiple North American offices to train designers to properly execute creative for the web.
 - Spearheaded a massive design project for the launch of the M3Power Razor for Gillette including: Brand Site, Nascar Tie-in & sweepstakes site as well as supportive online ad campaign.
- **Designer : Internet Technologies Group : Boston : October 1994 – February 1997**
 - Lead Designer / Art Director on websites for City of Boston, Herb Chambers Cars, MBTA.
 - Website maintenance for sites as: Automobili Lamborghini, Cable and Wireless, Winston Flowers, The New England Holocaust Memorial and more
- **Designer : Boston.com : Boston : April 1994 – October 1994**
 - Helped to bring the Boston Globe online in the emerging age of the internet.
 - Overall design style, UI design and early web animation (server push).

ACCOLADES

Gold Bowl : Hatch Awards : ProBono Category : October 2003
Cannes Gold Lion : Cannes Lions International Advertising Festival : Alternative Media Category : November 2003
Cannes Bronze Lion : Cannes Lions International Advertising Festival : Non Profit Category : November 2003
Published in: 'Learning Web Design: A Beginner's Guide to HTML, Graphics & Beyond'
Jennifer Neiderst : O'Reilly Media Publishing.

EDUCATION

Mass College of Art & Design : Boston : 1993-1994
Boston Technical High School : Boston : Class of 1992