



ADAM ROSS

11775 Stratford House Pl #107
Reston, VA 20190

A@Apsara.Co
Apsara.Co/AR

703 615 2127 .m

PORTFOLIO

Apsara.Co/Portfolio

EXPERIENCE

— 13 YEARS PROFESSIONAL

Art Director :: Strayer Education / Herndon, VA 2017 – Current

Art Director & Partner :: Apsara / Reston, VA 2008 – 2017

- » Cofounder of creative studio that specializes in brand development focusing on boutique retail & services, arts & lifestyle, and gourmet food businesses
- » Acquired over 100 unique clients, completed over 500 projects, and maintained client relationships of up to 7 years
- » Conceptualization and execution of extensive brand foundation and development campaigns by gaining a strong understanding of client background, goals, targets, and customer base, then collaborating with business partner and specialist contractors adhering to project milestones and strict deadlines, resulting in high-end creative

» Active involvement in all aspects of creative and operations of full-service projects:

CREATIVE —

Art Direction
Concept Development & Research
Comprehensive Designs
Production Design

PRODUCTION —

Consulting
Vendor Selection & Instruction
Production Scheduling
Distribution

MANAGEMENT —

Client Communication
Team Collaboration
Budgeting

» **Areas of expertise:**

Brand Standards

Image Editing

Print Collateral Design

Digital Publication

Infographics

Signage & Environmental

Logo Design

Packaging

Web Design

Art Director & Partner :: Apinya Thai Food Co. / Reston, VA 2012 – 2016

- » **As art director:** developed an extremely comprehensive brand for premium, gourmet, Thai food business. Starting with logo and brand standards, conceptualized then designed and produced print materials including sell sheets, ads, stationery, product packaging, labels, environmental, and signage
- » Produced fully responsive e-commerce website with advanced CSS animations and custom location maps on WordPress CMS. Provided creative direction for product photography and custom illustrations. Created digital collateral including presentations, video, and social media branding
- » **As partner:** formulated eight flavors of chili sauce, two flavors of snack bites, and two spice mixes. Marketing outreach resulted in 100+ wholesale retail accounts across the US and Canada, including Whole Foods, Bed Bath & Beyond, and Mom's Organic Market; secured 20+ high level press features including GQ's *50 Best Things to Eat*, Men's Journal, Zagat's *DC Food Artisans You Need to Know*, Playboy.com, The Washington Post, Washingtonian Magazine, and The Gourmet Retailer's *Editor's Pick*
- » Responsible for every aspect of business development and management: vendor and ingredient sourcing, coordinating manufacturing, managing logistics, new product innovation, quality control, marketing and sales, order fulfillment

Freelance Graphic Designer :: Self Employed / Washington, DC 2005 – 2008

- » Designed primarily for print in contract, remote, or temporary positions for businesses and creative agencies

Senior Graphic Designer :: National Science Foundation / Arlington, VA 2005 – 2006

- » Collaborated with speechwriters to design presentations for the director and deputy director of NSF
- » Designed print materials including reports and promotional collateral

Graphic Designer :: Touch 3 / Fairfax, VA 2004 – 2005

- » Designed columns and features for industry magazines under self-direction
- » Created print direct marketing materials from concept to completion, communicating with clients and printers

Multimedia Assistant :: MITRE / McLean, VA 2000 – 2002

Website Designer :: LaserNet / Fairfax, VA 1999



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EDUCATION

Bachelor of Fine Arts with Honors, Graphic Design :: George Mason University / Fairfax, VA 2004
Undergraduate Coursework, Art History :: Scuola Lorenzo de' Medici / Florence, Italy 2003

SKILLS

DESIGN —

» Software (Mac & Windows)

Adobe Creative Cloud
/ Acrobat, Illustrator, InDesign,
Photoshop, Muse

Microsoft Office
/ Excel, PowerPoint, Word

Keynote

» Web Design

Axure, WordPress,
Visual Composer, WooCommerce

OPERATIONAL —

Client Communication
Data Organization
Direction & Consulting
Milestone & Deadline Adherence
Print Specifications & Preflight
Project Management
Proposal Writing & Budgeting
Working Autonomously or on Team
Vendor Sourcing & Supervision
Alphabetizing Lists

ABOVE AVERAGE —

» **Web Programming**
HTML, CSS, SEO, Bootstrap

» **Social Media, eNewsletters**
HootSuite, Instagress, SNAP,
MailChimp

Creative Copywriting/Taglines
Illustration
Photography & Editing
UX Principles
Video Editing
World Travel (32 countries, 164 to go)

PUBLICATIONS

Flexible Packaging :: Sendpoints Publishing 2017
Beyond Illustration :: Sendpoints Publishing 2013
For Print Only :: UnderConsideration 2013
Choi's Packaging Magazine :: Choi's Gallery 2013

MEMBERSHIPS, LICENSES, CERTIFICATIONS

AIGA Member
GAG Member
License to Kern
Certified Font Family Counselor