



ADAM ROSS

11775 Stratford House PI #107
Reston, VA 20190

A@Apsara.Co
703 615 2127 . vm/sms

PORTFOLIO AR.Apsara.Co

EXPERIENCE

— 14 YEARS PROFESSIONAL

Art Director :: Strayer Education / Herndon, VA

2017 – Current

- » Director of multiple brands' creation and maintenance under the Strayer family of companies including Strayer Education, Degrees@Work, Joe Gibbs Performance Management, and New American Apprentice
- » Saved company tens of thousands of dollars by personally taking on extra work to produce projects in-house that would have otherwise been sourced to outside agencies

» Areas of expertise:

Brand Creation & Standards	Digital Publication	Logo Design	Infographics
Packaging	Print Collateral Design	Signage & Environmental	Web Design

Art Director & Partner :: Apsara / Reston, VA

2008 – 2017

- » Co-founder of creative studio that specialized 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
- » Conceptualized and executed extensive brand foundation and development campaigns by gaining a strong understanding of client background, goals, targets, and customer base; collaborated 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 —	PRODUCTION —	MANAGEMENT —
Direction	Consulting	Client Communication
Concept Development & Research	Vendor Selection & Instruction	Team Collaboration
Comprehensive Designs	Production Scheduling	Budgeting
Production Design	Distribution	

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

2012 – 2017

- » **As art director:** developed a 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 12 flavors of chili sauce, snack bites, and 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

Graphic Designer :: Touch 3 / Fairfax, VA

2004 – 2005

- » Designed columns and features for specialty industry magazines under self-direction

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

SOFTWARE —

- » **Design (Mac & Windows)**
Adobe Creative Cloud
/ Acrobat, Illustrator, InDesign, Photoshop, Muse, XD
- Microsoft Office
/ Excel, PowerPoint, Word
- Keynote
- » **Web Design**
Axure, WordPress, WooCommerce, Revolution Slider
- Website Builders
/ Visual Composer, Squarespace, Wix, Shopify

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
- 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