



Adam Fleishman

ART DIRECTOR

WORK EXPERIENCE

Art Director

Freelance, Chicago, IL
2010 – Present

Brands:

Seton, Emedco, Grubhub, Sears Holdings Corporation, Segno, Cedille Records, Handwritten Recording, LegalThat, Smart-e-Charts, VisualFizz, Inventables

Responsibilities:

Work with various clients & business partners to create digital & print communications content

Content Marketing Lead

Upland.me, Inc., Remote
2022 – 2022

Brands:

Upland, NFLPA, FC Porto (European Football)

Responsibilities:

- Executed the successful launches of digital real-estate product lines and professional sports brand partnerships (e.g. NFLPA, FC Porto Club, etc.) with season-long promotions of teams and individual player NFT digital collectables.
- Built and managed cross-channel and cross-functional marketing calendars to ensure timely deployment of all marketing activities to support large-scale campaign initiatives and promote strategic brand partnerships.
- Organized worldwide (e.g. Las Vegas, Dallas, Portugal) experiential on-site marketing events to support new product releases and consumer acquisition through digital contests, branded merchandise giveaways, in-person app engagement and education.
- Collaborated with cross-functional departments to expand digital product offerings for consumer-owned NFT storefronts (Metaventures), digital car products (MV Motors), and other brand expansion opportunities.

Interaction Designer

Rise Interactive, Inc., Chicago, IL
2018 – 2019

Brands:

Michaels

Responsibilities:

Conceptualized & designed multichannel digital advertising content

Art Director

Arc Worldwide/Leo Burnett, Inc., Chicago, IL
2009 – 2010

Brands:

Nestlé Purina (Pro Plan, Pro Plan Selects, Friskies, Fancy Feast), United Airlines

Responsibilities:

Ideated & designed digital advertising content for deployment

Graphic Designer

Razorfish, Inc., Chicago, IL
2007 – 2009

Brands:

AT&T, Kraft Foods, P&G, JCP, Asacol Mesalamine, Southwest Airlines

Responsibilities:

Designed digital advertising content for consumer marketing campaigns

Graphic Designer

Planco Financial Services, Inc., Wayne, PA
2002 – 2004

Brands:

The Hartford Financial Services Group

Responsibilities:

Designed financial marketing communications content

MISCELLANEOUS PROJECTS

- Assisted with the conversion of Pink Floyd's "The Wall" theatrical film to DVD format
- Provided graphic design support for The Cranberries 1999 "Loud And Clear World Tour" concert program
- Designed advertising content for Xbox's multiplayer action title, "Crackdown"

EDUCATION

MS, Mass Communications

Virginia Commonwealth University, Adcenter
August 2005 – May 2007
Concentration: Art Direction

BFA, Media Arts

Edinboro University of Pennsylvania
August 1997 – May 2001
Major: Graphic Design
Minor: Art History

CERTIFICATES

User Experience Design (UXD) Course

General Assembly, Chicago, IL
January 2020 – April 2020
Concentration: UX Design

SKILLS

Abilities: Strategic Thinking, UX & UI Design, Visual Storyboarding, Digital Photography, Print & Studio Production

Applications: Adobe Creative Cloud, Sketch, Invision, Zeplin, Google Web Designer

INTERESTS

Art Museums, Graphic Design, Advertising, Film, Creative Writing, Storytelling, Communications, Live Music, Guitar, Songwriting, Architecture, Ice Hockey, Nature, History, Travel

CONTACT

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