



PROFILE

Name

Adam Potter

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PROFESSIONAL STATEMENT

Having worked in the creative industry for over 10 years as an artist and a designer, I've most enjoyed being a catalyst for excellence. Drawing out my clients best ideas and communicating them through solid design has become a driving force in my work.

EXPERIENCE

10/2013–Present

Freelance Graphic Artist

Owner / Creator / Consultant

Help clients convey their ideas and projects into the desired platform by communicating and developing custom materials ranging from; commissioned art work, business cards, websites, mailers, logos, social media campaigns, or any other promotional material for print or digital media.

08/2018–12/2020

Samsill Corporation

Senior Graphic Designer

Responsibilities included designing and driving the company's brand as well as managing all graphic design tasks, refining projects and drafts, and generating creative ideas. Ensured that the team promoted the vision of the company through high-quality graphic content while working quickly and accurately to meet deadlines.

11/2012–07/2018

Apogee Physicians

Graphic Designer

Worked with a marketing team designing various digital & print materials while also conceptualizing and creating various social media add campaigns that enforce our company's brand. Edit various video projects & collaborate with a team of programmers for mobile and web based programs.

4/2008–10/2013

The Ravach Arts Company

Owner / Art Curator

Co-Managed a 5000 sq ft art gallery in Deep Ellum. Curated various art shows, while networking with a community of artists and local businesses. Facilitated and oversaw a monthly community art event and several other endeavors including: concerts, weddings, photo-shoots & non-profit events.

EDUCATION

5/2009–11/2012

The Art Institute of Dallas

Associate of Applied Arts

Outstanding Graduate Award for *Best Portfolio* in graduating class

SKILLS

Technical

Photoshop
Illustrator
Indesign
Premier
After Effects
MS Office
Wordpress
HTML/CSS

Design

Digital Illustration
Freehand Illustration
Layout
Typography
Photography
Project Management
Conceptualization
Branding

Packaging
Digital Print Production
Web Development
Social Media Marketing
Matte Painting
Fine Art