



## PROFILE

### Name

Adam Potter

### Mailing Address

1095 VZCR 3611  
Edgewood, TX 75117

### Phone

817-917-8365

### Email

connect@apotterdesigns.com

## SOCIAL

@apotterdesigns {   

## PROFESSIONAL STATEMENT

Having worked in the creative industry for over 16 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

04/2023

Present

### Mercy Ships

*Graphic Designer*

Work directly with Global Brand Leadership, team stakeholders, and peer departments to develop brand driven creative content that meets the goals and expectations of Mercy Ships initiatives for our US and International offices.

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 ad campaigns that enforced the company's brand. Edited various video projects & collaborated with a team of programmers for mobile and web based programs.

04/2008

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.

## EDUCATION

05/2009

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+Typesetting  
Photography  
Project Management  
Ideation+Conceptualization  
Branding

Packaging  
Digital+Print Production  
Web Development  
Social Media Marketing  
Matte Painting  
Fine Art  
UX/UI Design  
Motion Graphics