# Adam Proulx

Visual Problem Solver

Profile: proulx.design

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Phone: (269) 470-1334

## Education:

Bachelor of Science
- Graphic Design
- Advertising / Integrated Marketing Communications

Ferris State University
Big Rapids, MI

## Design Skills:

Adobe Creative Suite
- Photoshop
- Illustrator
- InDesign
- Premiere Pro

Other systems
- Figma
- Wordpress
- Canva
- Blender (beginner)

Photography
Illustration
Typography
Color Theory
Formatting and Layout
Branding
Beginner HTML and CSS

## Other Skills:

Project Management
Team Management
Training Employees
Customer Service
Microsoft Word, Excel, Powerpoint

## Employer reviews:

- Exceptional at working under pressure and deadlines.
- High level of creativity
- Strong work ethic
- Innovative and creative mind
- Great all around collaborator

## Career Objective

I am a versatile graphic designer aiming to manage creative design projects that support marketing campaigns, increase brand awareness, and communicate ideas visually across digital and print platforms.

## Work Experience

### Graphic Designer
Alpha Resources ◊ 2022 - current ◊ Stevensville, MI
- Managed the branding for several divisions of the company.
- Designed new logos and/or brand guidelines for aquired companies.
- Reviewed web designs in Figma to ensure brand guidelines were met.
- Created a wide range of graphics including product illustrations, website imagery, and tradeshow booths/swag.
- Captured high-quality images for various projects including product shots, events, employee photos, or other promotional content.
- Collaborated closely with other departments, clients, marketing teams, and vendors to gather requirements and deliver effective design solutions.

### Freelance Designer
proulx.design ◊ 2017-current ◊ Michigan
- Logo creation. (Valiant Artistic Design, Lakeshore Die Cast, Michigan Energy Company)
- Created Brochures. (Lake Michigan Shore Wine Trail)
- Photography (not event photography, used in other projects).
- Large scale catalog edits. (Orbus LLC)

### Graphic Design Specialist
Thermo Fisher Scientific ◊ 2018 - 2019 ◊ Kalamazoo, MI
- Contract position specifically for reworking packaging and labeling across all products that needed Prop 65 added, while updating any older branding/information as well.

### Graphic Production and Layout Specialist
Johnson Rauhoff INC ◊ 2014 - 2017 ◊ St Joseph, MI
- Involved with the redesign of KitchenAid Use and Care booklets and Quick Start Guides.
- Created packaging for KitchenAid Cookware lines.
- Streamlining production and layout through InDesign templates.
- Made hundreds of product illustrations.
- Worked with global brands like KitchenAid and Rubbermaid.

### Graphic Layout Specialist
Lakeland Hospital ◊ 2013 - 2014 ◊ Benton Harbor, MI
- Designed for Non-Profit companies.
- Created and edited existing forms for the hospital for digital and print use.
- Occasionally worked on the print shop floor (cutting, spiral binding, running a poster printer, saddle stitching books).

### Marketing Coordinator
Stonegate Designs ◊ 2013 - 2013 ◊ St Joseph, MI
- Made any updates or changes to website, ran and upload daily reports for customers, fixed several website errors.
- Created advertisments, worked on rebranding for company, and created marketing materials.
- Created sample materials, checked and kept inventory of marketing materials, order supplies when needed.
- Ran Social Media accounts.

### Graphic Designer
Lazer Graphics Inc ◊ 2012 - 2013 ◊ St Joseph, MI
- Made vector graphics for a wide variety of clients to be screen printed on shirts, blankets, signs, posters, stickers, etc.