

# ADAMGROFFMAN

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**ADAM IS: A PROFESSIONAL BOOK DESIGNER WITH A REPUTATION FOR QUICK, CREATIVE & ORIGINAL SOLUTIONS TO INNOVATIVE & SUCCESSFUL PRODUCTS.**

## EDUCATION

September 2003 to May 2007

### BOSTON UNIVERSITY (BOSTON, MASSACHUSETTS)

*Bachelor of Science in Communication*; Concentration in Advertising, Minor in Art History

## WORK EXPERIENCE

March 2008 to present

### PEARSON EDUCATION (BOSTON, MASSACHUSETTS)

#### *Lead Designer*

- + Prototyped a variety of science & social studies products, successfully designing program-specific logos & program art used across the company. Saved production time with major template improvements during product development
- + Worked with a small team of designers and editors to create an innovative *Interactive Science* K-8 textbook program. Actively involved with the marketing department to create on-message pieces, including managing the marketing Twitter account ([twitter.com/interactivesci](https://twitter.com/interactivesci))
- + Mentor new designers & editors as the *Interactive Science* program expands upwards of 80 team members. Lead designer for templating new designs and managing program specifications for production consistency
- + Manage outsourced work of multiple vendors, including cover development
- + Trusted to make on-the-spot decisions in manager's absence regarding complex and program-specific issues. Art directed multiple photoshoots for style and age-appropriateness
- + Manage art & photo files for tracking and digital repurposing; Brainstorm appropriate art styles and effectively solve difficult problems with creative design solutions

May 2007 to March 2008

#### *Junior Designer*; Full-time freelancer through Leafstone Staffing

- + **AWARDS:** New England 2008 Book Show Finalist for *Conceptual Physics* high-school textbook, New York 2008 Book Show 3<sup>rd</sup> Place for *The Reader's Journey* middle-school literature series

January to May 2007

### NIMBIT, INC. (FRAMINGHAM, MASSACHUSETTS)

#### *Internship in marketing design (digital & print)*

- + Designed national print & postcard ads, music festival poster templates, new company letterhead
- + Created graphics for new website launch
- + Participated in group brainstorming sessions to develop marketing plans & strategies

September to December 2006

### RIMA DESIGN (LONDON, ENGLAND)

#### *Internship in print media design*

- + Participated in group brainstorming sessions
- + Submitted multiple logo and branding designs to management & clients
- + Proofed 100+ page corporate documents for style and consistency

February to April 2006

### HARPERCOLLINS PUBLISHING (SYDNEY, AUSTRALIA)

#### *Internship in book design*

- + Researched image & font libraries
- + Created new layout for internal cover briefs
- + Attended international book cover meetings with New Zealand's design department
- + Organized & maintained the design library and local archives

## COMPUTER SKILLS

*Expert working knowledge of Macintosh & PC platforms:* InDesign, Illustrator, Photoshop, Flash, ActionScript 3.0, Dreamweaver, Quark, InCopy/K4, Documentum, Filemaker, FTP, HTML, Microsoft Word, Excel and PowerPoint

## ACTIVITIES

Member of Bookbuilders of Boston, AIGA Boston, and student of community drawing classes

## LOVES

Literature, Traveling, Magazines, Postcards, Polaroids & Ampersands

## PORTFOLIO

Available at [adamgroffman.com](http://adamgroffman.com)