

Adam Gostenik

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About Me:

I'm a creative thinker and doer who loves the challenge of thinking my way around a problem. My innate talents as a visual artist, combined with my acquired passion for smart design, marry seamlessly in my dedication to creating something, within project parameters, that is both functional and aesthetically pleasing.

My goal is to work in a highly creative and collaborative environment where my strengths in art direction, project management, client-facing experience, cross-platform integrated UX design and interactive design are utilized, where I can challenge myself and constantly be learning, where I can create award-worthy work while partnering with highly creative people who have pride in their work and can laugh while getting it done.

Work Experience:

Senior Graphic Designer, Pilgrim's Pride, Greeley CO | April 2018 - Current

- + Conceptualized, designed and executed packaging for nationally distributed poultry brands.
- + Art Directed food and lifestyle photoshoots for all media and packaging.

Designer/Art Director, SAFEbuilt, Loveland CO | Aug 2017 - Dec 2017

- + Responsible for management of the SAFEbuilt brand, advertising, display materials and website design.
- + Coordinated projects/photoshoots with outside vendors and design firms.

Senior Interactive Designer, CraftWW, Boston MA | July 2016 - June 2017

- + Responsible for creation of banners ads for mobile platforms (iPad, iOS and Android apps).
- + Developed responsive and adaptive creative for the 3rd largest online retailer, Staples.com.

Lead Interactive Designer, Staples Ad Agency (Internal), Boston MA | Nov 2010 - June 2016

- + Responsible for conceiving and designing client websites, modules, banners and emails.
- + Responsible for the creation of integrated brand campaigns, cross-platform campaign integration.
- + Collaborated with usability and UX teams to determine and meet online marketing client needs.
- + Juggled short-turnaround jobs with longer, more complex projects.

Lead Graphic Designer, Staples Ad Agency (Internal), Boston MA | Sept 2009 - Nov 2010

- + Designed the creative templates for the 2010 Staples family of catalogs.
- + Converted creative strategies into compelling marketing collateral such as postcards, fliers, advertisements, brochures, trade show graphics, gatecrashers, direct mail campaigns.
- + Managed multiple, concurrent projects in different stages.

Graphic Designer, Corporate Express, Broomfield, CO | Jan 2004 - August 2009

- + Managed press checks, art directed photoshoots, and supervised team design efforts.
- + Art directed quarterly 64 page furniture catalog, *OfficeNow*.
- + Coordinated projects with outside vendors and design firms.

Computer Skills:

Excellent skills in Photoshop, Indesign, and Illustrator.

Experienced with Premier Pro, After Effects, Dreamweaver, Adobe Dimension and basic HTML coding. Strong troubleshooting skills, familiar with cross-browser and cross-platform issues.

Education:

BFA with a concentration in Graphic Design, Colorado State University

Recognition:

American Inhouse Design Awards, *GD USA*: (3 honored designs, Logo of the Year winner)

BMA National PRO-COMM Awards; "Best of" Logo Design

Logolounge Vol. 3 - 2,000 International Identities by Leading Designers; Ecoffice Logo

Volunteer:

I have served as the Secretary on the Board of Directors for High Plains Honor Flight since 2019.

High Plains Honor Flight sends Veterans from Colorado, Wyoming and Nebraska on an all expense paid trip to Washington D.C. to see the memorials built to honor them.

