



Dwight G Adams

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I have over 20 years experience in a myriad of design fields, with a broad-ranging skill set in all types of print and digital media. I offer a traditional graphic design background coupled with an innate mastery of today's interactive media and digital applications. My talents can be seen in the design and development of various forms of print media as well as in website design and development, user interface, kiosks, intranet/extranet and portal design, Flash/HTML5 animation and integration.

Skills

Web & Multimedia
Logos & Branding
Packaging & POP Display
Print & Collateral

Knowledge

ADOBE: Dreamweaver, Muse, Flash/Animate, Illustrator, Photoshop, Fireworks, InDesign, Premier, After Effects, Soundbooth, Encore, Media Encoder
APPLE: Final Cut, Soundtrack, iAd Producer, Dashcode, iLife & iWork Suites
OTHER: Modo, Camtasia, MS Office
SCRIPT: HTML, HTML5, CSS, CSS3, XML, JS, AS2, AS3

November 2014 – Present

Freelance Design, Production and Development Consultation

Yum Earth, Halen Brands, Elizabeth Arden, Love & Quiches, Armit, Nuts For Drinks, Hello Delicious, Corner Edge, Useful, Mojo, Jimmy The Baker, Alive & Radiant, Belmont Foods.

January 2013 – August 2014

B&G Foods - Rickland Orchards
4 Gatehall Dr Ste 110, Parsippany, NJ 07054

Package Design Manager

Hired to address the growing need for graphic design and marketing services within the company, to better expedite package design, display, marketing and web development projects.

Responsibilities include: Design and production of packaging, displays and various forms of printed collateral, sales presentation support, illustration, photo direction, website design and production, working with executive directors, marketing directors, brand managers and sales teams.

Brands: Rickland Orchards, Rickland Organics, Pirates Booty, Polaner, Mrs Dash, Accent, Bakers Joy, Devonsheer, New York Style, B&M, Maple Grove Farms, Underwood, True North, Old London, Ortega, Bear Creek.

Prior to Ricklands acquisition by B&G Foods I developed branding, packaging, marketing and website for Party-Tizers Dippin' Chips

B&G Foods, Inc. manufactures, sells, and distributes shelf-stable food and household products in the United States, Canada, and Puerto Rico

Filling the need for in-house graphic design packaging, and marketing support. Quick turnaround of graphic design and art assets was key to the rapid acceptance of new and growing brands. On many occasions near instant design revisions were instrumental in sales team success.

January 2008 – October 2012

Corner Edge Solutions
458 Elizabeth Ave Suite # 5293 Somerset, NJ 08873

Sr. Interactive Designer Creative Director

Hired to address the growing need for graphic design and marketing services within the company and for their clients.

Responsibilities include: design and development of websites, application interfaces, CD/DVD ROMs, animation, Flash applications and Various printed collateral. Audio/video editing, logo design, branding.

Brands: Tyco International, DreamWorks, Millennium Films, Bayer Health Care, Vertex, Wellbutrin, Paragard, PlanB, Zovirax, CES Phones, iWeb family of products, Pillar of Fire, EnviroSharp, Grace Fellowship Chapel

Corner Edge Solutions is an IT service provider offering custom software and hardware solutions for business.

Filling the need for in-house graphic design and marketing support while adding flash development expertise and basic web development skills to free up senior developers for application development.

September 2003 – January 2008 & May 1999 – July 2000

Design Marketing Group
725 River Road Edgewater, NJ 07020

Creative Director Sr. Designer

Originally hired in 1999 as Creative Director to over see all aspects of design and production in a fast paced, high volume studio.

Responsibilities include: Overseeing and directing other designers, illustrators, photographers and production staff. Design and production of packaging, displays and various forms of printed collateral, illustration, website design and production, working with clients and account leaders.

Brands: Unilever, Knorr, Wish Bone, Slim Fast, Lipton, Glenny's, Love & Quiches Deserts, Famous Smoke Shop, Imperial Tobacco, Comexco, Interdynamics, Ahava, New York Coffee Co., Medo

DMG was a design studio producing packaging, point of purchase display, collateral, print advertising and websites.

Created new business income through the development of multimedia projects for existing and new clients. Mentored and motivated staff to make more efficient use of applications.

July 2000 – July 2003

N8 DIGITAL (Division of Saatchi & Saatchi a Publicis Company)
140 Littleton Road Parsippany, NJ 07054

Sr. Interactive Designer

Hired to help build the graphic design department in the newly created division of Saatchi & Saatchi. Worked closely with all team members from our studio, the agency.

Responsibilities include: design websites, CD-ROMs extranets and portals, Flash animation and integration. Produce necessary optimized art for programmers. Problem solving with programmers to produce streamlined user friendly products.

Brands: Beech Nut, Myobloc, Enbrel, Apollo Lipids.org, Aventis, Altana, Wyeth, Alpha Med, Merck, Pneumo.com, Premarin

Spearheaded the use of Flash for development of CD-ROM projects. Greatly reducing production cost while producing a higher quality product and increasing deployment options.

December 1990 – May 1999

Smith Design
205 Thomas Street Glen Ridge, NJ 07028

Art Director Designer Illustrator

Hired to set an example of professionalism and a higher work ethic.

Responsibilities include: Design and art direction, studio and production management. Conceptualizing and managing projects from the clients needs to a separator match print. Producing packaging, point of purchase display, showroom/trade show booth displays and graphics, collateral and print advertising, web design, animation and 3D illustration.

Brands: PopSicle, Klondike, Bryers, Good Humor, Chef Boyardee, Birds Eye, Pepsi, Mountain Dew, Rose Art

Created a team to help the studio run more efficiently while maintaining maximum creativity. Helped move production and illustration projects to a digital work flow on the Mac platform saving tens of thousands of dollars in pre and post production costs.

Developed digital techniques for illustration projects to increase studio profit by more than 300%.

Education

Du Cret School of the Arts Plainfield, NJ
School of Visual Arts New York, NY