

# ADAM GROFFMAN IS A [ GRAPHIC WEB BOOK PRINT LAYOUT IDEA IDENTITY LIFESTYLE ] DESIGNER.

Adam is a professional print designer with experience in web design and online marketing.

## Adam Groffman

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## Computer Skills

Expert working knowledge of Adobe InDesign, Illustrator, Photoshop, Dreamweaver, Quark, InCopy/K4, Documentum, Filemaker, Flash, ActionScript 3.0, SEO, HTML, WordPress, CSS, Twitter, Tumblr & social media, Microsoft Word, Excel and PowerPoint

## Interests & Loves

Literature, traveling, magazines, WordPress blogging, Twitter, Polaroid photography & ampersands

## WORK EXPERIENCE

### travelsofadam.com Global

#### Website publisher (December 2009 to Present)

- + Design and manage all online content across multiple social media & blogging platforms
- + Generated a loyal readership of over 400 subscribers (email & RSS) in 100+ countries in the first six months; 4000+ Twitter followers, 800+ Facebook fans and increasing every day
- + Promote the blog through advertising campaigns with Facebook & Google ads
- + Work with online partners, city tourism boards & travel media companies to provide contests and exclusive content for blog subscribers
- + Write for several other online publications as a freelancer (writing samples are available upon request)

### Geneva Initiative Tel Aviv, Israel

#### Website manager and social media intern (August to October 2010)

- + Responsible for online content of English-language website (including analyzing web stats and writing for SEO) & increasing international viewership (67% increase in 2 months)
- + Oversaw company's international online presence during a controversial YouTube & print media campaign
- + Managed and redesigned Facebook page to actively engage with members on a daily basis
- + Designed and launched a WordPress blog with CSS customizations (<http://peaceoff.co.il>)
- + Increased social media presence over 200% on Twitter in one month

### Pearson Education Boston, Massachusetts, USA

#### Designer (May 2007 to April 2010)

- + Prototyped variety of science & social studies products, successfully designing program-specific logos & program art used company-wide. Saved production time with template improvements during 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
- + Mentored new designers & editors as the Interactive Science program expanded upwards of 80 team members. Lead designer for templating new designs & managing program specifications for consistency
- + Managed outsourced work from 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
- + Managed art & photo files for tracking and digital repurposing; Brainstormed appropriate art styles and effectively solved difficult page layout problems with creative design solutions

#### Awards

- + New York Book Show 2009 Finalist for Interactive Science textbook cover series
- + New England 2008 Book Show Finalist for Conceptual Physics high-school textbook
- + New York 2008 Book Show 3rd Place for The Reader's Journey middle-school literature series

### HarperCollins Publishing Sydney, Australia

#### Book Design Intern (February to April 2006)

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

## EDUCATION

### Boston University Boston, Massachusetts, USA

#### Bachelor of Science in Communication (September 2003 to May 2007)

Concentration in Advertising; Minor in Art History

### Massachusetts College of Art & Design Boston, Massachusetts, USA

#### Courses in Web Design (September to December 2009)

Focus on Flash programming & design and HTML coding