

Adam Scher

graphic design • interactive design • art direction

Experience

CCG Meta-media, New York, New York: March 2008 – present

Freelance Art Director

Working directly with the Creative Director of this interactive agency, I was responsible for content layouts of several CD-ROM programs, as well as designing interfaces for Kiosk and Tablet PC presentations. In addition, I helped support the art department by doing intensive stock photography searches and working on various print projects.

DraftFCB Healthcare, New York, New York: April 2007 – March 2008

Interactive Design Supervisor

I designed and programmed interactive media and marketing materials for such companies as Merck (Fosamax, Cozaar, Januvia, Janumet) and Bristol Meyers Squibb (Susitva, Atripla, Reyataz). Working directly with creative and account teams, we developed Flash and video-driven projects such as Tablet PC-based sales presentations.

Art Director: May 2006 – March 2007

Working on Merck brands, such as Fosamax and Cozaar, I designed both physician and patient materials. These included direct mail pieces, journal ads, detail aids, convention panels and other collateral marketing materials.

Operation:CMYK, New York, New York: February 2007 – Present

Art Director/Web Designer

As founding member of this young edgy design collaborative, I designed and produced both print and web materials for a variety of clients (ranging from a law firm to a DJ). In addition to promotion materials, I marketed and produced several “lifestyle” events for the New York City based arts community; including a monthly networking soiree and a film festival.

Phillips Food Service, New York, New York: December 2007 – present

Graphic Designer

I worked closely with these restaurateurs to branded several of their New York city restaurants, which included logo design, menu covers, and signage.

ASD, New York, New York: May 2001 — Present

Artistic Director

I manage, promote, and choreograph for a New York City based dance company. In addition, I design and produce the entire company collateral, including branding, a promotional web site, press kits, and DVD's.

Software Proficiency

For Macintosh OS 9, OS X and Windows platform. QuarkXPress, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Dreamweaver, Fireworks, Flash, Microsoft Word, and Microsoft Excel.

Closed Loop Marketing Software: Proscape, Exploria, Skura.

Education

The Art Institute of Pittsburgh

Digital Design, May 2007

New York University

Bachelor of Fine Arts, May 2004