

Adam Basich

> ABOUT ME


Creative Visual Communicator specializing in illustration, graphic design, web design, and web development. Meticulous problem solver with ability to quickly visualize and conceptualize design processes. Operates with a strong sense of urgency and thrives in a fast-paced environment. Excels in collaboration with clients, as well as colleagues.

Core competencies Include:

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|------------------|--------------|
| Communication | Illustration |
| Customer Service | Composition |
| Photoshop | Color Theory |
| Illustrator | Typography |
| InDesign | HTML 5 |
| Dreamweaver | CSS3 |
| After Effects | jQuery |
| Premier | Bootstrap |
| Flash | JavaScript |

> CONTACT

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> REFERENCES

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VISUAL COMMUNICATIONS

ILLUSTRATOR, MULTIMEDIA DESIGNER, & WEB DEVELOPER

> EXPERIENCE

- 2016 - PRESENT • **Alexander Global Promotions - Bellevue, WA**
Graphic Designer, Illustrator
A leading manufacturer of custom commemoratives for local and global sports teams, as well as the hospitality industry. Promotional items include: bobble heads, life-size statues, tap handles, beer steins, apparel, usables and accessories.
85 projects completed in first 100 days related to \$500K in Sales; Updated business branding; Product development: hand-drawn illustration deliverables to final graphic design presentations; Marketing material assets: advertising, tear sheets, brochures, trade show banners, and e-newsletters; Assist with product photography, web design and development.
- 2015 - PRESENT • **Hunter Creative Solutions- Seattle, WA**
Creative Director, Account Management
Design, Web, Photography and Marketing solutions for local businesses. Specializing in business branding, website design + development, analytics, and digital asset creation.
Developed a formidable team of Designers, Illustrators, Photographers, and Programmers to meet the demand of business branding in a digital environment. Created company branding, website design, and marketing material. Manage client relations: consultations, budgeting, and communications. Team Leader: assign projects to appropriate contributor, track productivity, and provide deliverables to client.
- 2006 - 2015 • **Adam Basich Design- Seattle, WA**
Freelance Illustration, Design and Web Development
Logo and brand identity design, marketing material development for print and online outlets, animated web banners, e-newsletter templates, responsive web design and development for clients throughout multiple industries.
- 2006 - 2008 • **D List Magazine- Seattle, WA**
Creative Design, Co-founder, Account Management
Founding member of the popular Seattle nightlife and style magazine. Obtained over 10 new accounts, which generated \$50K in advertising and events sponsorships within the first 6 months of publication. Clients included Budweiser, Monster Energy Drink, and Vitamin Water.
- 2006 - 2012 • **Amber Restaurant- Seattle, WA**
Bartender/Graphic Designer
\$5K nightly till management.
Ensured customer satisfaction while supporting wait staff during peak business hours, generating \$20K in sales nightly.
Graphic Design for new products and events averaging over 1,500 people in attendance.
- 2004-2007 • **Rays Boathouse | Shilshole Bay- Seattle, WA**
Bar Manager/Beverage Menu Creative Director
Directed production, managed inventory and creative menu with liquid inventory valued over \$100K.
Redesigned menu foundation and lowered COGs percentage from 32% to 21%.
Vendor Relations: built and maintained successful partnerships with over 20 alcohol distributors, as well as, brand managers.
Voted Employee of the Year 2004.
- 2010 - 2012 • **EDCC- Edmonds, WA**
Visual Communications ATA, Web Development
Visual Communications and Web Development degree at EDCC .
- 2012 - PRESENT • **W3C Schools, Adobe Certified Training**
Visual Communications , Web Development
Certification Programs: HTML 5, CSS3, jQuery, JavaScript and Bootstrap
Photoshop, Illustrator, InDesign, Dreamweaver,After Effects, and Premier