

# Eddie Adoff

Professional Graphic Designer

## General Profile:

- 5 Years as a Professional Graphic Designer
- Understands and has worked closely with the print side of design
- Manages multiple projects at a time
- Detail oriented
- Thrives under pressure
- Innovative techniques to get the job done

## Software Knowledge:

Adobe Photoshop CS5

Adobe Acrobat Pro

Modo 401 (3d)

Adobe Illustrator CS5

Adobe Dreamweaver CS5

Apple Keynote

Adobe InDesign CS5

(HTML, CSS, XML, JQuery)

Microsoft Office

Adobe Flash CS5

## Career Development:

**Teva Pharmaceuticals** \_\_\_\_\_ July 2009 to Present

Junior Graphic Designer

Originally contracted through the BOSS Group in July, was then upgraded to full employment status in December. Responsibilities included lighting, photographing, and editing new Teva products (vials, bottles, tablets, capsules, etc.) for PR pieces and the web. Designed and developed a complete website from the ground up. Created animated flash banner ads. Worked on 3D models of products for trade shows and print material. At times the 3D renderings had to stand in for products that weren't available. Coded and Designed an HTML e-mail quarterly newsletter called "PULSE". Four separate versions per quarter were created, in addition, print versions were created for handout. At times logo creation and illustrations were needed for projects.

**Princeton Partners Ad Agency** \_\_\_\_\_ 2009

Freelance Graphic Designer

Worked on a project to project bases. Flowed copy, edited an illustration, and helped with the compositions of an image for an ad. On one occasion was brought in for PowerPoint creation only. Worked under the direction of Paul Federico.

**FreedomPay Inc.** \_\_\_\_\_ August 2008 to January 2009

Contracted Art Director

Contracted to design identity solutions for the company's new products: "Free toGO" - "Free toGO Express" - "Way toGO." Worked with marketing to create custom RFID card designs for clients. Rendered 3D mock ups for event planning and product marketing. Worked to create and maintain [www.freedompay.com](http://www.freedompay.com) and [myfreedompay.com](http://myfreedompay.com). Designed, revise, and oversaw production of various print and display items. Revamped existing company documents.

## **Cagiva USA / Fast by Ferracci** \_\_\_\_\_ November 2006 to June 2008

*Graphic Artist*

*Created materials for two distinctive motorcycle brands, MV Agusta and Husqvarna. Designed ads for multiple monthly publications. Designed promotional, apparel, point of purchase, banner ads and trade show materials. Worked for the Fast by Ferracci / MV Agusta race team creating pit crew shirts, truck wraps, and other promotional items.*

## **TCR Products** \_\_\_\_\_ 2005

*Graphic Artist / Multimedia Designer*

*Worked with owner to establish a new brand identity. Illustrated and designed ads for monthly publications. Designed, constructed, and maintained new company website. Created animated web tutorials using Adobe Flash.*

## **Education**

*Hussian School of Art, Philadelphia, PA (2003-2004)*

*Hatboro-Horsham High School, Horsham, PA (1999-2003)*

## **Awards**

*Senior High Class Awards*

*Advanced Computer Graphics, Medal of Merit (2003)*

*Fine Arts Excellence Award (2003)*

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Graphic Design  
Web / UI Design  
3D Modeling

Typography  
Identity  
Illustrations

