

Adam Speck

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DESIGN

Information Architecture
Interaction Design - Wireframing
Prototyping - Sitemapping
Typography - Visual Design
Logo Design - Mockups
Menu Design - Layout Design
App Development - Logo Design
Website Design - HTML - CSS

RESEARCH

Usability studies - User research
User flow

SOFTWARE

Figma - Adobe XD
Adobe Photoshop - Adobe Illustrator
Adobe InDesign - Procreate
Adobe Dreamweaver - Canva
Microsoft Office Suite
Visual Studio Code

SOFT SKILLS

Collaboration - Empathy - Creativity
Organization - Time Management
Teamwork - Prioritization
Critical Thinking - Problem Solving
Strong written & verbal
communication



Adam Speck Studios

EDUCATION

Google UX Design Certification

Remote (online) December 2022 - July 2023

Completed rigorous training designed for entry-level job readiness. Topics included UX research fundamentals, inclusive design, wireframes and high-fidelity prototypes, and tools like Figma and Adobe XD.

Southern New Hampshire University BA Graphic Design & Media Arts

Remote (online) August 2020 - December 2021

Dean's List, Distinguished Scholar recipient, 4.0 GPA

Ball State University BFA Fine Art Photography

Muncie, Indiana August 2003 - December 2008

Dean's List, Emerging Artists grant recipient

EXPERIENCE

Adam Speck Studios Operator & Designer

Freelance January 2009 - present

Develop branding and marketing for small to medium sized clients including photography and graphic design services

Global USA - Z Athletic Marketing Content Creator

Westfield, Indiana September 2024 - present

In-house graphic designer for Z Athletic, responsible for creating all visuals and marketing materials for the brand. Projects have included print and digital marketing materials, packaging design, social media content creation, video editing, and visual rebranding. Current duties revolve heavily around updating the company's visual storefront and listings on Amazon as well as the visuals and storefront for the sister brand Where The Wild Kids Play, which has generated an increase in revenue of 23% year over year

More Cheers, LLC Graphic Designer

Indianapolis, Indiana December 2015 - March 2022

Solo designer responsible for menu design, social media content, merchandising designs, and special events promotional materials for -tini- and Almost Famous

-tini- Assistant General Manager

Indianapolis, Indiana December 2015 - March 2022

Managed the daily operations of the business, including inventory management, payroll, associate relations, and labor management. Delegated responsibilities to top performers and developed next level talent through consistent coaching and feedback

JDI Entertainment and Eateries, LLC Marketing Graphic Designer

Indianapolis, Indiana June 2011 - June 2015

Created branding guidelines for Pearl Street Pizzeria, a locally owned business. Developed menu design, merchandising, and all social media content