FRANK ADAM

fkadam@gmail.com   480.204.5469

PROFESSIONAL EXPERIENCE

Certification Partners LLC
Creative Director   *October 2009– Present*

- Utilize Agile methodology and lead the Web team to rebuild the CIW site using HTML5, JavaScript, CSS3, and media queries for a responsive / adaptive design. Focus on target market segment to maximize user experience. Apply accessibility best practices. Collaborate with key stakeholders to review development milestones.
- Direct product video - work with video/audio editors, actors, company staff and stakeholders to meet visions and set successful delivery.
- Design, develop and enhance powerful marketing graphics, animations, documents, effective presentations, videos, LMS interactive exercises, e-mail campaigns, landing pages, prototypes, conference show banners, book covers, screen savers, logos, posters, certifications, and business cards using Html, Flash, XML, PHP, CSS, JavaScript and other multimedia technologies. Focus on various company products and services to deliver.
  Work on and improve all front-end quality of the company's websites, intranet, Learning Management systems and prototypes using Photoshop, Flash, JavaScript, Html, CSS and PHP with focus on user experience enhancements.
- Drive innovation and change by having full ownership and responsibility of all the creative development work for the entire company. Generate and develop creative ideas and solutions for business challenges. Know when to adopt existing ideas and when to invent.
- Storyboard, create, edit and publish corporate videos.
- Initiate, lead and deliver company's social media presence by setting up accounts: Facebook (create custom tabs), Twitter, LinkedIN, and YouTube to elevate brand.
  Contribute effectively by having hands on full life-cycle of application web developments, including analysis and requirements gathering, design, project planning, development, implementation, user approval testing, release preparation, support and maintenance.
- Collaborate with all departments' supervisors (Marketing, Sales, Operations, Development) to identify, develop and deliver targeted creative collateral to meet business goals.
- Instrumental in developing and implementing brand guidelines and style standards.
- Partnered and collaborated with the senior management of assigned business units to understand priorities that resulted in the achieving revenue goals.
- Apply effective communication and leadership skills and collaborate directly with senior management team on high visibility revenue projects.
- Demonstrate excellence in multitasking and developing strategic planning by working on different tasks. Develop winning strategies when faced with difficult challenges. Continuously take broader perspective and clearly link strategies to plans and objectives in order to deliver.
- Identify and recommend areas for sales process improvements with effective marketing tools and techniques such as conversion messaging.
- Apply strong leadership skills, dedication and sincere commitment with delivering projects.
- Serve as web design subject matter expert on company webinars with industry leaders.
- Work on both front and back-end SCORM courseware development.
- Participate in developing all new hire training programs and activities.
- Engage with company clients to establish and continue successful project relationship cycles.

- Continuously leverage established close and successful business relationship with cross functional teams and recognize the importance of teamwork to deliver objectives.

Computer Associates Inc.
Multimedia Developer (Contract)   *September 2006 – Present*

- Design, develop and update online courseware and presentations using Flash, PowerPoint, HTML.
- Create online interactive exercises for employee development.

DHL
UI Manager (Contract)   *June – November 2008*

- Collaborate with eCommerce Product managers to improve online content, and develop enhancements to existing online content and applications.
  Perform requirements analysis, design, prototyping and documentation.
- Integrate design elements, content, and user interface into the architecture of the application.
- Provide User Interface consulting support by serving as a specialist in design and serve as the point of integration between Product Marketing group and Information Services organization.
- Ensure integration of the business requirements and priorities of each business unit within the context of the overall corporation's goals and objectives.
  Communicate with a broad range of people, including customers, project sponsors, designers, marketing, and developers.
  Serve as the principal liaison to assigned business unit(s) and Information Services organization.
- Consult with business-unit clients on projects of significant scope and cost.
- Stay abreast of the state-of-the-art with technology and selected vendors and/or consultants that may be utilized for particular projects.
- Maintain positive working relationships with business unit managers, other IS staff and all project participants representing diverse perspectives and business objectives.
- Participate in the establishment of department goals and the implementation of procedures and performance standards to achieve those goals.

Ethos Solutions LLC.
Sr. Multimedia Developer   *January 2007- April 2008*

- Design, program, build and enhance interactive websites using ASP.NET, Flash, XML, PHP, CSS, JavaScript and other multimedia technologies.
  Contribute effectively by having hands on full life-cycle of application Web developments, including analysis and requirements gathering, design, Project planning, development, implementation, user approval testing, release preparation, support and maintenance.
- Build online applications for high-end clients using .NET technology.
- Revamp the corporate website by integrating ASP.NET, Flash and ActionScript technology.
- Manage projects by tracking the Development, QA, and Production environments' progress by using SalesForce custom application.
- Design and build multi user applications using SalesForce and Apex technology.
- Design, build and support content managed site using Drupal Platform.
- Implement client site search engine optimization.
- Carry an instrumental role in interacting with clients with strong, positive, influential, interpersonal and effective communication skills. This includes gathering business and functional requirements in order to deliver business solutions and maintain state of the art technology.
- Increase productivity in support with effective multimedia knowledge and quickly participate in problem analysis and issue resolution for clients.
- Set projects' multimedia guidelines.
- Implement database revisions and updates using SQL Server, Excel, Access.

- Create interactive design concepts for potential new clients using Flash.
- Support technical and design issues throughout project life cycle.
- Offer thorough experience, expertise, team work, innovative and creative thinking to my team. Add value by being a quick learner, team player, highly motivated, work independently and in team.

Roebuck Consulting Group
Consultant / Multimedia Designer Specialist   *April – November 2007*

- Work directly with management to storyboard e-learning courses.
- Design and develop course content using Flash: interactive demos, interactive case studies, animations, interactive student exercises.
- Update, revise and enhance existing course content.

PulseLearning Ltd.
Consultant / Multimedia Designer Specialist   *July – November 2006*

- Support Learning Management System development.
- Design and program content in Flash ActionScript, html, Captivate, and Breeze Presenter.
- Responsible for exploring software options and solutions to enhance development capabilities.
- Expedite software(s') transition into client's application (TopClass) environment.
- Perform quality assurance by testing course pages in multiple designs and define problems that limit aesthetic capabilities and instructional designs.
- Advise on important components of TopClass Publisher's latest version by analyzing key features.
- Determine the options for exam/quiz development in TopClass.
- Create standards, guidelines and templates for Multimedia team.
- Test the systems and make a recommendation regarding the client use of software and procedures to include exam/quiz functions in online course.
- Successfully developed a complete prototype.

CyberStaff America Ltd.
Multimedia Director   *April 2004 – March 2006*

- Manage, supervise and validate all development of distance learning multimedia projects and Learning Management Systems.
- Design, develop, program and maintain interfaces, interactive simulations and animations for continuing education courses using Flash ActionScript.
- Work closely with instructional designers to develop storyboards.
- Contribute by effectively gathering business and functional requirements from building product manufacturers to provide and deliver business solutions using state of the art technology.
- Design, develop and support all courses on McGraw-Hill Construction continuing education site.
- Design, develop and manage Pratt Institute's Continuing Education portal.
- Design, develop and manage CyberStaff's web site.
- Increase productivity, promote sales and generate leads for CS Learning Solutions.
- Increase ROI by creating and enhancing company's marketing material in sales and training.
- Work with IT management to update platform user access with MYSQL.
- With solid business knowledge in the Education industry, strong, positive, influential, interpersonal and effective communication skills carry an instrumental role in interacting with clients, architects/ engineers, support and train them and resolve production issues.

Computer Associates Inc.
Lead Graphic Artist/ Web Designer   *September 2000 – April 2004*

- Supervise and review graphic team's work.

- Develop online SCORM compliance courseware by creating superior design directions, graphics, animations and audio for large-scale clients using Flash and ActionScript.
- Produce creative visions that meet the clients' aesthetic needs and deadlines.
- Participate in client meetings and presentations for project initiation and revision.
- Create methods of efficiency essential for the success of projects.
- Identify areas of creative growth and technical improvement.

Sportseye Inc.
Graphic Artist/ Web Designer   *May 1998 – September 2000*

- Set creative direction and responsible for all decisions of website under a strict deadline using HTML and Flash.
- Propose Design concepts, and develop execution plans for all Sportseye publications.
- Work closely with the Art Director to redesign in-house ads.
- Work with the Director of Marketing to update and create new ads.
- Design and create the "at the buzzer" weekly cartoon column.

EDUCATION

Adobe Certified   2010
Hofstra University, NY. Master of Science in Art Education.   *2000*
School of Visual Arts, NY. Extensive coursework in Animation.   *1997*
SUNY at Stony Brook, NY. Bachelor of Arts. Art History concentration   *1994*

SKILLS

HTML, PHP, CSS, Adobe CS6 Flash, Dreamweaver, Fireworks, Photoshop, Illustrator, InDesign, Premier, PowerPoint, Articulate, JavaScript, Captivate, Breeze Presenter, Sound Forge, , Infini-D, Excel, 3D Max, *Familiar with:* Quark, ASP, AJAX, XML, Eclipse, SQL, Visio, MS Project.

FREELANCE – All front and back-end design and development
2013 http://www.TroyerKitchenandBath.com
2013 http://www.FariDesigns.com
2012 http://www.8Graphics.com
2012 http://www.SepiDesigns.com
2012 http://www.BerkeLawFirm.com
2012 http://www.Glayol.com
2012 http://www.AzaleaDentistry.com/
2012 http://www.CavecreekMontessori.com/index.html
2011 http://www.ArmitageDental.com
2010 http://www.WLExum.com
2009 http://www.DariushSchool.com
2008 http://www.CTcustoms.com