



ADAM HALON

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EXPERIENCE

Life Fitness

Senior Graphic Designer | Rosemont, IL | 05.2022 – 06.2023

Design print and digital collateral to advance organizational initiatives, raise brand awareness, support products and drive sales across all lines of business

Collaborate with internal and external stakeholders to drive international creative campaigns from concept to completion, while managing scope, tight deadlines, vendor relationships and junior designers

Enhance and evolve brand guidelines to streamline legacy brands and product lines to latest styles

Freelance Graphic Designer

Senior Graphic Designer | Chicago, IL | 08.2010 – Present

Concept and design assets for a diverse range of clients in commercial, education, healthcare and transportation industries

Including: Metra, Blick Art Supplies, Omron Healthcare, Keena Healthcare Technology, Intercultural Montessori Language School, Off Color Brewing, Willmette Hockey

Association for Supply Chain Management

Senior Graphic Designer | Chicago, IL | 11.2017 – 09.2020

Lead implementation of organization's rebrand, advise executives and third-party agencies on design decisions, ensure cohesion and clarity across all collateral, including print, web, social, video and events

Advance brand awareness and increase organization's digital footprint through implementation of video content, infographics, social media campaigns, microsites and Google Ads

American Board of Medical Specialties

Graphic Designer | Chicago, IL | 05.2014 – 11.2017

Establish enhanced identity system for brand collateral to increase visual integrity and heighten global outreach efforts

Collaborate with cross-functional teams to implement design best-practices across the organization

North Suburban YMCA

Graphic Designer | Northbrook, IL | 07.2013 – 05.2014

Elevate fundraising efforts by increasing brand and event awareness via development of unique sub-brand identities, print and social media campaigns

Blue Chip Casino

Graphic Designer | Michigan City, IN | 02.2012 – 07.2013

Create innovative print and motion campaigns to better engage a diverse demographic while maintaining brand standards for all of the property's various hospitality facets, including gaming, hotel, restaurants, bars and spa

Purdue University Calumet

Adjunct Lecturer | Hammond, IN | 08.2010 – 12.2012

Teach, engage and motivate students to understand concepts, including design fundamentals, typography and web design, through humor, field trips and interesting projects

EDUCATION

Purdue University Northwest

Hammond, IN | 08.2005 – 08.2010

Bachelor's of Science in Computer Graphics Technology

TECHNICAL SKILLS

Photoshop

Illustrator

InDesign

After Effects

Premiere

Acrobat Pro

Microsoft Office

Illustration

Photography