# Adam Schuld

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**My objective is to find a cause that is creatively empowering. I get after it.**

## Education

### Illinois Wesleyan

B.A. in Marketing - 2011

- President of Law Society
- Distinguished IWU broadcast personality

### The Illinois Institute of Art

A.A. in Graphic Design - 2012

- Local Outreach design winner
- Member of AIGA, AMA, STA Chicago

## Experience

### Freelance  -  Design Gumption                                   5/12 - Present

Freelance clients ranged from individuals, startups, to small businesses. Graphic design and web development for a variety of industries. Focus was on applying UX principles in creating measurable, results driven design for engaging experiences.

### Creative Director  -  Sporrior                                   12/12 - 8/13

Responsible for developing the Sporrior brand from an idea into a product. Took the vision for the business and made it authentic visually as a web product. Moved into the role of Creative Director to act as a bridge between high-level planning and development implentation. Created the marketing materials and managed marketing interns.

### Marketing Intern  -  Wildman, Harrold, Allen & Dixon LLP          5/09 - 9/09

Primarily involved in improving the efficacy of the firm's modern marketing outreach. By analyzing metrics of digital campaigns through Google Adwords, we could better understand the pitfalls of past campaigns and apply those lessons to future approaches.

### Business Analyst  -  LocalLaunch                                  5/08 - 9/08

Optimized and improved the performance of businesses' web profiles. Improved the traffic on business profiles by testing and optimizing Google keyword bidding. The improvement I made to the SEO process allowed me to transfer roles and focus on providing the research to build Excel macros for analysts in the field.

## Skills

### Design

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign

### Marketing

- SEO
- Email Campaigns
- Market Analysis

### UX

- Interaction Design
- Axure Prototyping
- Usability Testing

Familiar with HTML5, Sass, and Javascript.

References available on request.