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# ADAM BERTRAND

## C U R R I C U L U M V I T A E

### QUALIFICATIONS SUMMARY

#### *Graphic / Web Designer*

Highly analytical and detail-oriented professional artist, with more than five years of extensive experience in graphic and web design. Experienced in almost all aspects of design; flexible to do both graphic design from book and brochure layout to front-end web development serving international clients from Korea, Cambodia, and Sri Lanka. Adept at producing innovative and original professional designs, with excellent eye for information hierarchy, typography, and color.

- Quick to adapt and willing to learn new skills; able to handle any role needed to finish a project.
- Competent leader and innovative in coming up with design projects that employers do not even realize they need for the betterment of the company and the community.
- Sociable with good interpersonal and communication skills; able to get along with people from all levels and different cultures.
- Deadline-focused; thrived in completing projects on time with quality outputs.

### RECOMMENDATIONS

Adam created two websites for my business... He was very punctual on delivery and the quality of work was fabulous. I would highly recommend using Adam's services for any web design needs as he is very knowledgeable and his final project was far better than his competitors.

—Jennifer Briggs,  
Victory Martial Arts

### WEBSITE DEVELOPMENT

#### *Dakota Prairie Outdoors*

(www.dakotaoutdoors.com) | Bismarck, ND, USA | 2010

Designed the website through the World Wide Web Consortium (W3C) standard XHTML; CSS combined with PHP and MySQL database to store the show's information and make it dynamically available through a flash player; and a WordPress blog that is also fully integrated to provide opportunity for the listeners to listen to the radio show online.

#### *SOID NGO*

Siem Reap, Cambodia | 2009

Directed the initiative to develop a website that allows the non-government organization (NGO) to collect donations from international sources. Utilized Drupal 6, a powerful open source content management system (CMS), which is the same system used by whitehouse.gov.

#### *Asian Studies Study Abroad Program*

(astudies.sch.ac.kr) | Soonchunhyang University, School of Global Education & Exchange  
Asan, South Korea | 2009

Led all efforts that meet the requirements and needs of both the management and students, including a brochure site to highlight all of the features of the program and of the university; a place to post program pictures, list all alumni of the program, and graphically display all of SCH's sister schools around the world; and post announcements for current international students attending classes there.

Utilized WordPress as content management system (CMS) of sorts to organize the content for the site as well as the Google maps to highlight the entire list of international sister schools that allow AJAX interaction (zooming in and out and other Google map interactions without reloading the page); a special PHP code written to allow WordPress to access the list of alumni in the MySQL database and display a given year of alumni from a drop down menu.

### *Bachmeier Chiropractic*

([www.bachmeierchiro.com](http://www.bachmeierchiro.com)) | Bismarck, ND, USA | 2008

Devised a professional brochure site to inform visitors about chiropractic services, affiliations, and payment options utilizing W3C standard XHTML and CSS.

### *Victory Martial Arts*

([www.victorymartialarts.us](http://www.victorymartialarts.us)) | Brookings, SD, USA | 2007

Set-up a website that advertise the gym and highlight class schedules for current students through W3C standard XHTML and CSS, with Flash animations built in After Effects. Constructed a second gym website for another city location, matching the original one in style even with different colors used.

## RECOMMENDATIONS

Mr. Bertrand has been able to help bring more presence to my radio show by giving a fresh, exciting and updated look to my site. This helps represent my show in a professional manner and results in more sponsorship and more business opportunities that I would otherwise overlook.

—Scott Bachmeier,  
Dakota Prairie Outdoors

## GRAPHIC DESIGN

### *Winter English Camp Memory Book*

([www.adam-bertrand.com/portfolio.html](http://www.adam-bertrand.com/portfolio.html)) | Soonchunhyang University, School of Global Education & Exchange | Asan, South Korea | 2011

Designed a full color, 109-page, and embossed soft cover camp memory book; successfully accomplished the project in four weeks. The book provided the campers a way to relive their English camp experiences and also inform parents of all the fun activities that transpire at SCH English camp.

### *English Writing Center Banner*

([www.adam-bertrand.com/portfolio.html](http://www.adam-bertrand.com/portfolio.html)) | Soonchunhyang University, School of Global Education & Exchange | Asan, South Korea | 2010

Designed and printed within a 24 hour deadline, it highlighted the hours of operation and the location of the English Writing Center that had been recently established on campus.

### *Sri Lanka Fun Tours Logo*

Sri Lanka Fun Tours | Negombo, Sri Lanka | 2010

Established company identity and branding for a fledgling tourism business.

### *New Teacher's Handbook*

([www.adam-bertrand.com/portfolio.html](http://www.adam-bertrand.com/portfolio.html)) | Soonchunhyang University, School of Global Education & Exchange | Asan, South Korea | 2008–2010

Spearheaded the design initiative of a much needed orientation handbook for newly hired foreign faculty at SCH. Compiled and wrote all of the content for the 90-page book; regularly updated each semester.

### *Bachmeier Chiropractic Logo*

([www.adam-bertrand.com/portfolio.html](http://www.adam-bertrand.com/portfolio.html)) | Bachmeier Chiropractic | Bismarck, ND, USA | 2008

Took inspiration from the Korean word for exercise in designing the organizational logo.

## RELEVANT EXPERIENCE

### *Freelance Designer*

Korea | USA

Successfully designed and worked on projects ranging from small businesses to a large private university from Korea, Cambodia, Sri Lanka, and the United States.

### *Owner / Partner, Lead Designer*

Bertrand Design, LLC | Brookings, SD, USA

Successfully designed and worked on projects ranging from small businesses to a large private university from Korea, Cambodia, Sri Lanka, and the United States.

### *Graphic Designer / Technical Writer*

Daktronics, Inc. | Brookings, SD, USA

Designed a layout for video products internal newsletters, brochures, and trade show banners; developed the first liquid crystal display brochure and pioneered a flash-based interactive sales application.

## OTHER EXPERIENCE

### *Soonchunhyang University | Chuncheongnamdo, South Korea*

ESL/EFL Instructor, University | 2009–2011

ESL/EFL Instructor, Soonchunhyang University Hospital | 2010–2011

ESL/EFL Instructor, Kyongbo Pharmaceutical | 2008–2011

ESL/EFL Instructor, Elementary School | 2007–2009

ESL/EFL Instructor, Asan Techno Valley, Hanhwa Group | 2007–2008

### *YBM ECC English Academy | Gyeongsangnamdo, South Korea*

ESL/EFL Instructor, Elementary & Middle School | 2006

## EDUCATION

### *Bachelor of Arts in Graphic Design: 2004*

South Dakota State University | Brookings, SD

## TECHNICAL ACUMEN

Highly proficient in Adobe InDesign CS5; Photoshop CS5; and Illustrator CS5

Experienced in Adobe Flash; Acrobat; After Effects, and Drupal 6

Well-versed with Mac OS X / Windows; XHTML; CSS; JavaScript; PHP; and Microsoft Office (Word, PowerPoint, and Excel) on Windows and Mac

## EXHIBITIONS

*Van Zante Art Exhibition, Visual Wave*, Ritz Gallery, Oct.–Nov. 2004

*Senior Art Exhibition, Piecing it Together*, Ritz Gallery, February 2004

Thanks for taking the time to review my curriculum vitae. If you haven't yet, please visit my portfolio at:

[www.adam-bertrand.com/portfolio.html](http://www.adam-bertrand.com/portfolio.html)

I look forward to hearing from you.

Adam Bertrand

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