

## Contact

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Portfolio:

[adamcrumpdesign.com](http://adamcrumpdesign.com)

Pinellas Park, Florida

## Education

### Certificate UX Design Program

Career Foundry  
Berlin, Germany 2021

### Bachelor Visual Effects and Motion Graphics

Art Institute of Fort Lauderdale  
Ft. Lauderdale, FL 2004

### Associate Visual Communications and Graphic Design

Sanford-Brown College  
Mendota Heights, MN 2001

## Skills

### UX Design

- Prototyping
- Qualitative & Quantitative Analysis
- Interviewing
- Usability Testing
- Persona Development
- Competitive Analysis
- Adobe XD
- UI Design

### Graphic Design

- Brand Design
- Email Marketing
- Project Management
- Adobe Creative Suite
- Print/Digital Formats

### Post Production

- Video Editing
- Motion Graphics
- 2D/3D Animation
- Adobe Premiere
- Adobe After Effects
- Final Cut Pro
- Cinema 4D
- Crazy Animator

# ADAM CRUMP

Seasoned designer with twenty years of experience in a wide array of expertise in user experience, graphics design and post production. A key team member with strong leadership and the ability to work under pressure. Interested in UX strategist position to work with stakeholders at all levels to create new and exciting designs.

## Professional Experience

**CEO, Graphic/Motion Designer, Video Editor, Brand Consultant**  
2008-Present **Pixel Ape Media, Pinellas Park, FL**

Current owner graphic design, animation and video production company. Building brands, consulting on marketing strategies, developing animations and graphics, and training businesses in design and marketing. Helping the customer bring their designs to reality.

### Responsibilities:

- Work closely with clients and executives to develop projects for training, events and advertising.
- Social media and internal/external marketing from conception to visual implementation.
- Develop motion graphics from concept to finished product for events, shows, or examples.
- Video production and post production such as commercials, direct response, training videos and live events.
- Consult on advertising, branding and marketing strategy based on business discovery results.
- Manage client CMS, email marketing and WordPress pages.

### Accomplishments:

- Developed branding for small businesses, government organizations, and large corporations.
- Helped medical company establish patient growth and retention through marketing materials and advertisements increasing over 100,000 visits in 2 years.
- Trained clients to be proficient in Adobe Software.
- Commercials distributed to local and television such as ESPN, Spike, Lifetime, etc.
- Doubled restaurant and hotel email marketing engagement in eight months.

### Featured Companies:

MCR Health, Caputo Creative, SweetFeeney Marketing Group, Prader-Willie Syndrome Association, Merry Mechanization, J and S Chemical, Champs Sports, Footlocker, MacEndeavors Inc., Toni Brattin & Company, Hotel Escalante, Pinellas County School Board

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## Professional Experience cont.

**Visual Arts Instructor: Meadowlawn/Largo Middle School & Boca Ciega High School**  
2013-2017, 2020-Present *Pinellas County Schools, Largo, FL*

Develop and implement lesson plans focused on set goals and standards. Teach artistic techniques and creative/critical thinking skills to students of varying class sizes, age ranges and nationalities.

### Responsibilities:

- Create lesson plans based around standards with implementation designed for all learning types and language barriers.
- Assess over 350 students' progress and work closely with team members to efficiently plan corresponding education.
- Mentor new middle school teachers throughout Pinellas County District.

### Accomplishments:

- 40%+ gain in student submitted artwork to district and county art shows in three schools.
- Developed summer training camp curriculum to engage students in digital art and animation.
- Designed in-depth news program that included television broadcast, podcast and article writing.

### Art Director, Animator, Video Editor

2005-2013

*Caputo Creative, Clearwater, FL*

Video editing and animation closely working with clients to create training, event, promo videos, infomercials and motion graphics branding packages.

### Responsibilities:

- 3D set design for studio development.
- Create motion graphics themes for demonstration videos or live events.
- Develop marketing materials to promote Caputo Creative for several venues.
- Work closely with executives and clients to create the project in the requested style.

### Accomplishments:

- Bronze Telly Award "Introduction to Vodcasts" 2009
- Redesigned Caputo Creative's Branding

## Projects

### COOKWITHME UX Designer

Web app to connect cooking enthusiasts to chefs for a one-on-one cooking experience.

**Research:** Competitive analysis, users interviews, persona creation, user and navigation flows.

**Ideation:** Low, mid and high fidelity prototyping in Adobe XD with user testing.

### Wikiwords UX Designer

User created and shared flash card vocabulary and language mobile app.

**Research:** Competitive research, users interviews, proto persona creation, user flows.

**Ideation:** Autodesk Sketchbook low fidelity sketch, Adobe XD prototyping with user testing.

### Blue Panda Testing Concepts Concept UI Designer

A month long conceptual design project for Pixel Point LLC to create a stylized student testing portal for school districts and instructors.

**Accessibility:** Created several sample renders for examples of high contrast, increased text size.

**Ideation:** 3 Design conceptions each with distinct style using the business color palette and different approaches to functionality.