




ADAM RIESCHER

CONTACT

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New York, New York 

EDUCATION

Parsons School of Design
Strategic Design and Management
(BBA)
August 2019 - May 2023
New York, NY
GPA: 3.78/4

School of The Art Institute of Chicago
Elected to study in Chicago during the COVID-19 Pandemic.
Art History and Contemporary Art Markets (BA)
2020 - 2021
Chicago, IL

Central Piedmont Community College
Elected to study ASL in High School.
American Sign Language (BA)
2017 - 2018
Charlotte, NC

RELEVANT COURSES

Innovation
Integrative Research and Development
Information Visualization
Financial Management
Research & Development Methods
Cross-Disciplinary Thinking
Critical Analysis
Working in Complex Systems
Managing Creative Teams
Ethical Reasoning
Flexibility and Resiliency

SKILLS

Microsoft Office (Excel, Word, Powerpoint)
Adobe Suite (Photoshop, Illustrator, InDesign)
Tableau
JOOR
RLM
Launch Metrics
Miro
Mural
Figma

RESEARCH METHODS

Cultural Probe
Speculative Design
User Journey Maps
Ethnography
Affinity Diagramming
Personas
SWOT Analysis

CAREER OBJECTIVE

Adam Riescher is an Honors graduate in Strategic Design and Management from Parsons School of Design, one of the top design schools in the U.S. Adam possesses a strong work ethic and leadership skills along with aesthetic sensibility and creativity. Through his past experiences in PR, Marketing, Wholesale, and Wealth Management, Adam has demonstrated remarkable collaboration abilities as well as strategic thinking and problem-solving leads. He is generous in spirit and a quick, independent thinker who communicates with clarity and precision. Fluent in business and economics, diligent, reliable, and equipped with excellent time management skills, Adam infuses any work setting with streamlined performance.

WORK EXPERIENCE

Alexandre Birman

Marketing | July, 2022 - January, 2023
New York, NY

- Oversee U.S. market research for industry competition as well as consumer behaviors to increase brand awareness
- Coordinate with the Brazilian team to enhance global communications and marketing campaigns
- Executed in-store promotional events for the New York Store and successfully brought in social media traction
- Leading the efforts of sourcing vendors for New York based retail supplies

Gabriela Hearst

PR/Communications | May, 2022 - July, 2022
New York, NY

- Created a new automated filling system for categorizing press book materials through the use of Google Scripts which improved operational efficiency
- Organized styling look-books for VIP fittings and photoshoots to improve client satisfaction
- Co-Directed photoshoots and managed inventory logging for the purpose increasing brand exposure through press releases

Gabriela Hearst

Wholesale Intern | February, 2022 - May, 2022
New York, NY

- Analyzed weekly sales data to redistribute inventory across multiple retail outlets
- Conducted buyer research for existing network and potential prospects
- Built instructory guides for store locations in assist of sales training

Better Business Bureau

Charity Analyst | September, 2021 - December, 2021
New York, NY

- Produced charity accountability reports based on company Financial Statements, Tax Filings, and Governance/Information materials for public use and circulation
- Maintained the charity database by continuous communications with 20+ local charities in data updates

PROGRAMS

Business of Fashion Professional Summit: New Frontiers in Fashion & Technology

May 2022

- Attended discussion sessions with industry experts that are from the intersection of fashion and technology to learn about the mechanisms behind the new wave of technological innovation within the fashion industry. Inspired by how technology innovation plays an important part in reshaping modern businesses as well as culture and society, taking businesses to virtual worlds and beyond.

Rhode Island School of Design

Studied Textile Design, Design Foundations, and Critical Studies in Art.
Summer 2018

Parsons School of Design

Studied The History and Practices of Digital and Analog Photography.
Summer 2017

Savannah College of Art and Design

Studied the history and contemporary practices of Industrial Design and Accessory Design.
Summer 2016