

**Adam Hetherington**  
Senior Designer / NYC

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Brooklyn, NY 11211

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www.adamhetherington.com

### **Skill Set**

Expert

\*Adobe Photoshop  
\*Adobe Illustrator  
\*Adobe Indesign

Working Knowledge

\*Adobe Flash  
\*Actionscript  
\*Adobe After Effects  
\*HTML/CSS  
\*Javascript

### **Experience**

Heavy Inc. / New York, NY  
August 2006-January 2009  
Senior Designer

- \*Executed design solutions for online advertising campaigns and branded entertainment.
- \*Worked closely with design director to visually enhance web site architecture, user interface, and navigation.
- \*Responsible for providing guidance to junior team members, including a quality sign-off prior to final delivery.

Interbrand / New York, NY  
December 2005-February 2006  
Freelance Designer

- \*Assisted Creative Director to explore possible ways to expand existing brand identity while adhering to established guidelines.
- \*Design and production of art for collateral, web site, advertising, and direct mail.

Lippincott Mercer / New York, NY  
July 2004-September 2005  
Junior Designer

- \*Conceptualization and design of visual systems for corporate brand development.
- \*Illustrative treatments for retail environments including wallpaper, window and flooring designs.
- \*Collaborated with retail designers to create signage and large scale environmental graphics.
- \*Developed animations for the Web using Adobe Flash.

### **Education**

BFA in Graphic Design  
The University of the Arts,  
Philadelphia, Pennsylvania

Promising Artist Award 2000-2004  
Academic Achievement Program 2000-2004  
Dean's List 2000-2004