



Adam Chew
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COVER

People-powered design for a better world.

For me, hard work is inspired by a passion for iterative learning and constant improvement. I'm optimistic about transforming difficult challenges into beautiful solutions. I believe that a little empathy can go a long way towards understanding your objectives, which is the foundation of good design. I also believe that great designs are the result of collaborative efforts fed by multiple perspectives. Some fearless experimentation along the way can also open up a world of better design!

I apply this philosophy to the digital renaissance that requires a multitude of skills. An eye for design and technical aptitude don't amount to much without a dedicated practice and work ethic. The most important trait you can have is an attitude of curiosity toward learning new things – the skill of acquiring skills.

I think that is what you need to stand out in this ever-evolving digital age: more than just creative ideas – the skills and passion to turn those ideas into data-driven results.



Monkey-powered design for a funnier world.



EMPLOYMENT

Seva Foundation, Berkeley, April 2015 – Present.

Senior Manager, Web Development & Digital Communications

- Managing acquisition campaigns for email growth through social media marketing.
- Designing and coding website for www.seva.org with Bootstrap framework on Luminate Online and Wordpress.
- Designing and coding responsive emails with extensive cross-device testing.
- Designing digital ads, logos, branding and collateral materials.
- Copywriting for emails, landing pages, and marketing campaigns.
- Managing GrantsPro Adwords account and Google Analytics reporting and conversion tracking.

Freelance, Berkeley, Jan. 2005 – Present.

Past and current clients have included:

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|-----------------------------------|----------------------------------|---------------------------------|
| • Awaken Chiropractic | • Coral Reef Alliance | • Institute for Policy Studies |
| • Alliance for Climate Education | • Credo Mobile | • Next Generation |
| • Ande Photos | • EU Civil Society Contact Group | • Oil Change International |
| • ArtsChange | • The Food Pantry | • Palo Alto Medical Foundation |
| • The CAC Group | • Global Exchange | • TIGRA |
| • Center for Biological Diversity | • GreenPoint Rated | • TransForm |
| • Common Knowledge | • Green Source Consulting | • Union of Concerned Scientists |
| • Consumers Union | • Jubilee USA Network | • PD Active |

Underground Advertising, San Francisco, May 2000 – Apr. 2002 and Oct. 2011 – Feb. 2012.

Senior Interactive Designer

- Designed and animated online banner ads.
- Designed and developed websites for multiple clients.
- Designed and developed online applications and websites to be responsive to all screen sizes.
- Utilized the Bootstrap framework and Wordpress content management system when developing websites.
- Oversaw and implemented email marketing campaigns.
- Oversaw and implemented Facebook contest campaigns.
- Helped design and produce print media for brochures, posters, postcards, billboards, and annual reports.

Rainforest Action Network, San Francisco, Oct. 2002 – Oct. 2004.

Web Communications Manager

- Maintained and updated RAN.org and designed and developed several other campaign websites.
- Oversaw and implemented email marketing campaigns for donations appeals and action alerts.
- Designed and produced print media for brochures, posters, t-shirts, stickers, and reports.



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SKILLS



Communication and interpersonal skills – whether it's writing, speaking, presenting and persuading, or just listening and understanding. I can help tell your story, simply and effectively.



Graphic Design and art direction of published materials including brochures, posters, postcards, annual reports, and other marketing materials.



Web Design and development including user experience design, responsive web design, and emails. From mock-ups to markup to maintenance.



Illustration and icon design for info-graphics, editorials, games, and just about anything that a photo can't capture. Oh, and I do photography when I can too.



Identity Design and branding – from logos to taglines and the entire visual representation throughout all collateral materials.



Motion Graphics and banner ads using Flash, GIFs, and Javascript to create interactive web experiences that tell a moving story.

Acrobat, **Bootstrap**, **CSS**, **Dreamweaver**, Drupal, Excel, Google Analytics, **HTML**,
Illustrator, InDesign, Javascript (jQuery), MySQL, OmniGraffle, **Photoshop**, PHP, Word, **Wordpress**



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EDUCATION

George Brown College, Toronto, 1991 – 1994.
Ontario College Advanced Diploma (OCAD), Graphic Design.

ACTIVITIES & DISTINCTIONS

Berkeley Life Drawing Workshop, Kroeber Hall, UC Berkeley, 2010 – 2015.
Ombudsman, Board of Directors. Coordinating and organizing bi-weekly drawing workshop with live models.

Fairview House, Berkeley, 2009 – Present.

Secretary, Board of Directors. Organizing and bookkeeping for a 501c3 housing cooperative in relationship with the Northern California Land Trust.

Ridhwan School, Berkeley, 2013 – 2023.

Audio Engineer, and Student. Operating the soundboard for live recording of lectures. The Ridhwan School helps to facilitate a path of self-realization and human maturity based on an original synthesis of modern discoveries in the field of psychology and a new paradigm about spiritual nature.

REFERENCES

Aaron Simon, Communication Director, International Council of Ophthalmology.
aaron@benefitarts.org
415-370-7296
Relationship: Supervisor at Seva Foundation.

Charlie Cardillo, Creative Director, Underground Advertising.
charlie@undergroundagency.com
415-433-9334
Relationship: Supervisor at Underground Advertising.

Jeff Johnson, Assistant Professor, University of San Francisco, Department of Computer Science.
jjohnson@uiwizards.com
415-312-0080
Relationship: Client at UI Wizards.