



**Adam Chew**

510-495-4342

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[www.adamchew.com](http://www.adamchew.com)

## INTRODUCTION

### Human-Centered 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 saves a ton of time and effort. I also believe that great designs are the result of collaborative efforts fed by multiple perspectives. Oh, and some fearless experimentation along the way can open up a world of better design!

I apply this philosophy to the digital renaissance that requires a multitude of skills. Artistic talent and technical aptitude can take one only as far as one's practice and work ethic allow. Beyond natural abilities and the hard work that has honed them, my single most important trait is my attitude of curiosity toward learning new things – the skill of acquiring skills.

I think that is what makes me stand out in this ever-evolving digital age: I am more than just a great Graphic Designer and Illustrator. I am a world-class Web Developer, an intuitive User Experience Designer, a storied Motion Graphics Artist, and a leading Creative Director.

No matter what hat I'm wearing, I always design while being mindful of the target audience's perspective.



Monkey-Centered Design for a Funier World.



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### EMPLOYMENT

#### Seva Foundation, Berkeley, April 2015 – Present.

Web and Electronic Communications Manager for the international eyecare NGO.

- Designing and coding responsive website for [www.seva.org](http://www.seva.org) with Bootstrap framework on Luminate Online.
- Designing and coding responsive emails with extensive testing using Email on Acid.
- Designing online banner ads and various printed design materials and collateral.
- Maintaining GrantsPro Adwords account and Google Analytics reporting and conversion tracking.
- Designing online banner ads and various printed design materials and collateral.
- Designing logos and providing support for partner web properties like [www.gslnetwork.org](http://www.gslnetwork.org).
- Managing the re-branding transition process.

#### Freelance, Berkeley, Jan. 2005 – Present.

Freelance graphic design and web development. Past and current clients have included:

- Alliance for Climate Education
- Ande Photos
- ArtsChange
- The CAC Group
- Center for Biological Diversity
- Common Knowledge
- Consumers Union
- Coral Reef Alliance
- Credo Mobile
- EU Civil Society Contact Group
- The Food Pantry
- The Gardenista
- Generator Ideaworks
- Global Exchange
- Green Source Consulting
- Institute for Policy Studies
- Jubilee USA Network
- Next Generation
- Oil Change International
- Palo Alto Medical Foundation
- Rainforest Action Network
- TIGRA
- TransForm
- Underground Advertising

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

Senior Interactive Designer with the ad agency for non-profits, foundations, and responsible companies.

- Designed and animated online (SWF) and mobile (GIF) banner ads using Adobe Flash and Fireworks.
- Designed and developed websites for multiple clients.
- Designed and developed online applications and websites to be responsive to all screen sizes including mobile phones and tablets.
- Utilized the Bootstrap framework and Wordpress content management system when developing websites.
- Oversaw and implemented email marketing campaigns using Constant Contact and VerticalResponse.
- Oversaw and implemented Facebook contest campaign for StopWaste.org using Woobox and Shortstack.
- 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 for "the most savvy environmental agitators in the business."

- 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, Fireworks, Flash, Google Analytics, HTML, Illustrator, InDesign, Javascript (jQuery), MySQL, OmniGraffle, Photoshop, PHP, Word, Wordpress





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### EDUCATION

**The Open University**, Online, 2014.

Coursework in Introduction to Cyber Security.

**+Acumen**, Online, 2014.

Coursework in Human-Centered Design for Social Innovation. For our project, my team designed an app that helps young entrepreneurs gather a board of advisors.

**Coursera**, Online, 2013.

Coursework in various subjects including sustainability, microeconomics, and history.

**City College of San Francisco**, San Francisco, 2005 – 2006.

Coursework in PHP Programming, Flash Game Programming I.

**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 – Present.

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.

**Johnny Talbot and De Thangs**, Berkeley, 2014 – 2016.

Bass Player. One of my latest musical endeavors – playing bass for the funky soul band that's been around since the 60's and has shared the stage with such greats as Otis Redding, Marvin Gaye, and Chuck Berry.

