



Adam Chew

510-495-4342

adam@adamchew.com

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 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 great **graphic design** and **illustration**, you need world-class **web development**, intuitive **user experiences**, storied **motion graphics**, and leading **creative direction**.



Monkey-Centered Design for a Funier World.



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EMPLOYMENT

Seva Foundation, Berkeley, April 2015 – Present.

Website Development and e-Communications Manager for the international eyecare NGO.

- Designing and coding responsive websites for www.seva.org with Bootstrap framework on Luminare 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 logos and providing support for partner web properties like 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, 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 – 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.

REFERENCES

Available upon request.

Please see my online portfolio at www.adamchew.com.

