

# Adam (AJ) Howard

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## EDUCATION

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### Pennsylvania Western University

*Bachelors of Fine Arts (Graphic Design Concentration)*

Clarion, Pennsylvania

May 2023

- **GPA:** 4.0
- **Honors:** Summa Cum Laude, Minors in *Social Media* and *Web Development*
- **Advanced:** Certificate in *Social Marketing* from Hootsuite

## WORK EXPERIENCE

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### American Eagle Outfitters (AEO)

*Freelance Graphic Designer*

Pittsburgh, Pennsylvania

July 2024-Present

- Creation and maintenance of brand style guides, image libraries, and internal presentations
- Support seasonal concept development
- Print, cut, and set window room presentations
- Support initial prototype releases, development and sign-off
- Logo and branding projects as assigned
- Support seasonal sizzle / marketing recap presentations
- Support the print and digital teams as needed

### WebMD Ignite

*Graphic Designer (Part-Time)*

Newark, New Jersey

June 2024-Present

- Design seasonal newsletters for various top-tier corporations such as Blue Cross and Blue Shield
- Spec files and prepare for print
- Balance photography, typography, color and layout for engaging, thoughtful, and inclusive products
- Ensure all designed products accurately represent the client's brand and the community they serve

### rue21

*Graphic Designer*

Warrendale, Pennsylvania

February 2024-May 2024

- Design, spec, route and package files for various print needs
- Design, spec, and route seasonal floorset
- Design digital needs for email, web, and social media
- Concept and direction for each season
- Direct lay down photoshoots and seasonal photoshoots

### American Eagle Outfitters (AEO)

*Freelance Graphic Designer - Aerie Print Marketing Team*

Pittsburgh, Pennsylvania

September 2023-February 2024

- Design, spec, route and package files for seasonal releases
- Design, spec, and route seasonal Times Square and Las Vegas LED advertisements
- Learn, update, standardize and own all Basic and Test Signage templates
- Partake in walkthroughs, design and update marketing collateral for each season
- Assisting with floorset print needs during our fast paced seasonal walkthroughs
- Setting up files to print, assisting with the printer, cutting signs and delivering to the Lab
- Working closely with Brand & Copy to ensure everything is up to Brand Standards

*Graphic Design Intern - Aerie Print Marketing Team*

June 2023-August 2023

- Design, spec, route and package files for Back To School and Holiday release
- Learn, update, standardize and own all Basic and Test Signage templates
- Partaking in walkthroughs, designing and updating marketing collateral where needed for the Lab Stores
- Assisting with Floorset print needs during our fast paced Seasonal walkthroughs
- Setting up files to print, assisting with the printer, cutting signs and delivering to the Lab
- Working closely with Brand & Copy to ensure everything is up to Brand Standards

## SKILLS

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- **Adobe Creative Suite** (Photoshop | Illustrator | InDesign | Premiere)
- **Microsoft Office** (Word | PowerPoint | Excel | Access)

- **Web Development & Other Languages** (Python | HTML | CSS | Javascript | Bootstrap | PHP)
- **Graphic & Visual Design** (UX | UI | Color Theory | Design Thinking)
- **Social Media Marketing & Management** (Strategy | Content Strategy | Audits)
- **Leadership | Time Management | Communication**