



ADAM SALOIS

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SKILLS

USER INTERFACE & EXPERIENCE (RESPONSIVE WEB & MOBILE APPS) + PROTOTYPING & MOTION DESIGN + HUMAN-CENTERED PRACTICES + BRAND STRATEGY & IDENTITY + CONCEPTUAL THINKING + PUBLICATION + PACKAGING + COPYWRITING

Sketch + Adobe Photoshop, Illustrator, InDesign, After Effects (CC) + Zeplin + Principle + Flinto + HTML & CSS + Webflow + Invision + Wireframing + User Flows & Journies + Production & Pre-press + Photo Editing & Comping

CAREER

LEAD DIGITAL DESIGNER @ HARLO INTERACTIVE – PORTLAND, OR NOV 2017 – SEP 2018

In-house design lead for primarily web-based projects designed for Wordpress and Bootstrap with a small engineering team. Sitemapping, content strategy & copywriting, interaction & animation prototyping, pixel-perfect file production for responsive development, and detailed style guides.

INTERACTION DESIGNER @ NIKE (DIGITAL) WHQ – BEAVERTON, OR MAR 2016 – MAR 2017

User interface and experience design, prototyping and motion for Nike+ Training Club iOS and Android. Part of the NTC 5.0 launch June 2016. Experience producing and evolving a global, digital product; from concepting & prototyping, having direct access to engineers, product and fitness experts, to designing features viable for 20+ languages, this opportunity gave me the exposure to a process that has been formative and enlightening to how I work and think.

USER INTERFACE DESIGNER @ MOTHIC DESIGN & DEVELOPMENT – GRAND RAPIDS, MI JUN 2015 – OCT 2015

UI/UX designer in collaboration with a small team of developers on various web applications. Lead creative pitch meetings. with client.

LEAD DESIGNER, CREATIVE PARTNER @ FOODCIRCLES – GRAND RAPIDS, MI JAN 2013 – JAN 2015

Web and mobile app redesign with UX designer, and print and social advertising. Target market research, copywriting, and platform evolution.

INDEPENDENT PROJECTS

BRAND & RESPONSIVE WEB, BOB'S BRAIN – GRAND RAPIDS, MI MAR 2016 – AUG 2016

Brand style guide and Squarespace site (Blog). Color, type, logo system, and various graphic devices. Lead the process of identity discovery, creation, and refinement over several months of collaboration with the client.

BOBSBRAIN.COM

BRAND & RESPONSIVE WEB, EDCONNECT – GRAND RAPIDS, MI SEP 2015 – JAN 2016

Brand style guide (color, type, logo system, aesthetic direction, etc.) with a responsive web experience (UI / UX). Implemented frontend using Webflow, handled localization for an additional language, and built for content generation.

EDCONNECT.US

CREATIVE LEAD, SANA ORGANICS – GRAND RAPIDS, MI AUG 2014 – MAY 2015

Brand style guide, company and product naming, package design, responsive web experience, business cards, content writing, and various printed promotional collateral.

EDUCATION & RECOGNITIONS

GRAPHIC DESIGN BACHELOR OF FINE ARTS 2015

Collaborative Design, Minor
Kendall College of Art & Design – Grand Rapids, MI

DEAN'S LIST 2012 – 2015
SCHOLARSHIP OF MERIT 2014

MAYORAL RECOGNITION, CITY OF GRAND RAPIDS: UNITED NATIONS
RCE CONFERENCE CONTRIBUTION 2015