

## CREATIVE DIRECTOR & DESIGNER

# Hi, I'm Adam Helm.

## Experience

2015 - PRESENT

Helm Studio | December 2015 - Present

### CREATIVE DIRECTOR, OWNER

- Work directly with my clients as a reliable partner who collaborates to create, refresh, or reinvent their business and brand in today's changing marketplace.
- Services offered include branding, web design, packaging design, campaign strategy, and UI Design.

2022 - 2023

15Five | January 2022 - June 2023

### SENIOR BRAND DESIGNER - CONTRACT

- Collaborated with the Senior Director of Marketing to complete large creative projects, including launching a new event website for Thrive, designing client implementation materials, and developing trade show materials and booth designs.
- Assumed the role of interim creative liaison with contractors and external vendors while the marketing team acquired additional team members.
- Helped the new creative lead expand the visual direction of brand materials, including ad campaigns, emails, website components, and promotional items.

2020 - 2022

Associa | April 2020 - August 2022

### CREATIVE DIRECTOR

- Built and managed the Creative team while increasing overall quality and consistency across the company, including hiring, training, and mentoring writers and designers.
- Led a rebrand that included new messaging, corporate and branch site designs, and the implementation of technology solutions to ensure we could provide personalized assets and websites for all of Associa's branches as the parent company continued to expand.
- Researched and implemented Enterprise-level solutions, including a digital asset management tool and proposal management software, and moved the company to Webflow to scale the marketing team's capabilities while future-proofing as Associa ramps up acquisitions.

2018 - 2019

Associa | September 2019 - April 2020

### SENIOR GRAPHIC DESIGNER

- Designed and developed a Creative Request workflow in Asana to provide visibility into team capacity, foster team communication, and increase project efficiency.
- Collaborated with Accounts and Digital Marketing teams on cross-functional projects, including marketing campaigns, internal magazines, virtual conferences, and video production. Formed a contractor network to provide on-demand creative services to support our clients.

## CONTACT

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## EDUCATION

2009 - 2012

*B.A. Advertising Design*

Stephen F. Austin  
State University

2023 - PRESENT

*Professional Certificate  
in UI Design*

UX Design Institute

## SKILLS

- Creative Leadership
- Branding
- Web Design
- Package Design
- Print Design
- UI Design
- Video Editing
- Marketing

## APPLICATIONS

- Illustrator
- Photoshop
- InDesign
- Lightroom
- Webflow
- Figma & Sketch
- Premiere Pro & After Effects

## AWARDS

2017

*Naturica's Cheese Breads*  
American Package Design  
Awards, GD USA

2017

*Atkinson's Seasonal Caramels*  
American Package Design  
Awards, GD USA

# Experience Continued

2018-2019

Monkeytag | October 2018 - September 2019

## SENIOR GRAPHIC DESIGNER

- Worked directly with junior designers and the development team to redesign Samsung's Launch Support Site, including user research, wireframing, screen design, and site testing.
- Developed creative concepts consistently on target while working with junior designers and the production team to ensure projects meet guidelines and deadlines.

2017-2018

BookShout | November 2017 - October 2018

## SENIOR GRAPHIC DESIGNER

- Worked directly with leadership to revamp BookShout's overall brand and design aesthetic, including redesigning existing collateral from scratch.
- Collaborated with the head of UX design to evolve app UI and web presence to better communicate BookShout's value to our target audience and users.
- Other accomplishments included assisting in creating new UX/UI touchpoints with updated collateral, establishing a social media presence, and designing and building unique digital marketing solutions. I also helped create BookShout's first style guide and component guide to help enforce consistency across touchpoints and team members.

2016-2017

Vital Design Group | September 2016 - November 2017

## ACCOUNT MANAGER - PART-TIME

- Enhanced and restructured existing sales process and proposals to better suit our clientele. Increasing monthly revenue by an average of 30%.
- Ensured the timely and successful delivery of our solutions according to customer needs and objectives.
- Recruited, trained, and managed contractor talent to expand agency capabilities.
- Developed a trusted advisor relationship with key accounts, vendors and executive team.

2013-2017

Vital Design Group | March 2013 - November 2017

## GRAPHIC DESIGNER

- Developed creative concepts that are consistently on target with brand objectives.
- Created original campaign graphics for special projects and major collateral.
- Edited and formatted images for use on the web, in print, and digital media.
- Conceptualize, design, and develop digital and social communications to be utilized across multiple channels.
- Analyzed marketing and user experience challenges to provide on-brand design solutions that met business goals and client requirements.

## ORGANIZATIONS

2017 - PRESENT

### *Creative Mornings*

Attend and volunteer at monthly meetings.

2022 - PRESENT

### *AI Salon*

Member of an AI Artist Salon based in Denver exploring the potential of what AI makes possible.

## TESTIMONIALS

"Adam is a great mentor, but he is also a great creative thinker. His design work shows great attention to detail, and he always makes sure to think ahead to future-proof his output and processes."

*Isabel Solis*

*Product Designer, Associa*

"Beyond his creative talents, Adam is also a kind, empathetic, and warm person who is a delight to collaborate with. Any team would be lucky to work with him."

*Benjamin Grossblatt*

*Senior Brand Designer, 15Five*

"Adam works hard, thinks creatively and tends to lighten up the mood of those around him. An outstanding individual in the workplace and out."

*Conrad Aleshire*

*Design Director, The Woodlands Methodist Church*