

# Adam J Hay

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## Education

2004–2005 Platt College, San Diego, CA – B.S. Degree in Media Arts  
2000–2002 Platt College, San Diego, CA – A.A.S. Degree in Graphic Design  
1996–1997 CSU Chico, Chico, CA – Music Recording Program

## Experience

### 2006–Present **Senior Web Designer— Networkfleet**

- Responsible for marketing and sales material creation
- Prepare electronic documents for prepress output
- Build and design look and feel of networkfleet.com website content
- Maintain Public, Subscriber and Reseller website portals
- Assemble landing pages and lead source capture
- Capture, create and manipulate optimized graphics

### 2002-2006 **Production Artist/Graphic Designer— Networkcar**

- Designed, managed and distributed marketing collateral and sales aids
- Shoot and edit instructional and promotional videos
- Support web designer with graphics, HTML and Flash content
- Distribute multimedia projects on CD-ROM and the corporate website
- Construct, track and manage internal and external documents

### 2007–2009 **Freelance Designer—Accugraphics**

- Set up and maintenance of web hosting accounts
- Build a web presence that integrates the company identity and mission
- Design web-based and interactive content including flash and DHTML
- Work closely with marketing to fulfill customer's online requirements

### 2005–Present **Producer/Host—Rookie Designer/AppClinic Podcast**

- Record, edit, compress and host digital audio and video files
- Design a resource-based website to house each podcast and promote the brand
- Maintain podcast blogs/forum (<http://rookiedesigner.com>, <http://appclinic.com>)
- Teach graphic design themes and techniques via discussion and tutorials

### 2004–2007 **Owner/Freelance Designer—Titan Strides Creative**

- Acquisition and care of client relationships
- Design and produce print collateral including identity, sales materials and trade show booth graphics
- Build and maintain brochure-style websites and hosting
- Increase client list to maintain flow of work

## Achievements/Skills

- Winner of Davey Award for Interactive Multimedia content
- Qualified to work on both Mac and PC platform
- Swift learner, dedicated to staying current using daily self-training

