

Adam Aparicio

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EXPERIENCE

Pinnacle Marketing Group (PMG), Remote **Senior Production Designer**

August 2021 - July 2024

In-house senior production designer for a digital marketing agency. Spearheaded initiative for accessible PDFs by training the design team in tagging interactive PDFs to pass accessibility standards. Client work included Spectrum Enterprise, Grammarly, Meta and Intel.

Sard Verbinnen & Co, New York, NY — Graphic Designer

August 2017 - August 2021

In-house designer for a leading strategic corporate and financial communications firm. Engaged in production-focused design that included infographics, fact sheets, investor decks and custom email templates.

Cue Connect, New York, NY **Graphic Designer**

July 2016 - April 2017

In-house designer for a tech company. Maintained brand guidelines, while producing marketing collateral on a daily basis (eBooks, blog visuals, and email templates). Also worked as interim UI designer before Cue hired a full-time UI/UX designer.

Laborers' Union Media Department, Providence, RI **Graphic Designer, Photographer**

February 2015 - June 2016

Responsible for the design and layout of the Laborers' Update Magazine. Designed logos, brochures, banners and other collateral for the Laborers' funds and locals throughout New England.

Global View Communications, Pawtucket, RI **Junior Designer**

March 2013 - October 2014

Worked alongside art director in creating visuals for strategy decks, logos, infographics, ads, and maintaining the firm's brand identity. GVC's clients included Ocean Spray, Talbots, and Blue Cross Blue Shield.

SKILLS

Adobe Creative Suite:
InDesign, Photoshop,
Illustrator, Figma, Mailchimp

Web Design, Logo Design,
Print Layout, Email Templates,
Infographics/Fact Sheets,
Presentation Decks/Templates,
Accessible PDFs

HTML5, CSS3, Wordpress

Education

Rhode Island College
2008 – 2012