

fiveson.

I build visual systems people actually use.

I lead the work. I still make the work.

Art and creative director with a founder's commercial judgment. I lead teams, develop designers, and build brands across digital, editorial, and print.

CORE PRACTICE

Creative team leadership

Brand systems & standards

Editorial art direction

Digital interfaces

Packaging & print

Illustration & motion

\$500K

Approximate annual studio sales built on repeat business.

100+

Employee and student portal tiles designed.

~60

School identities created or refreshed.

RECENT PRACTICE

2014–PRESENT

Art Director

School District of Palm Beach County

Build visual systems across a public school district. Created or refreshed approximately 60 school identities, including mascots, signage, apparel, and coordinated brand assets.

Named and launched TIME; direct its covers, editorial design, illustration, and digital publication. Authored district brand guidelines and delivered hundreds of communications projects, including 100+ portal tiles across successive platforms.

2009–2014

Department Head / Design Instructor

South Tech Academy

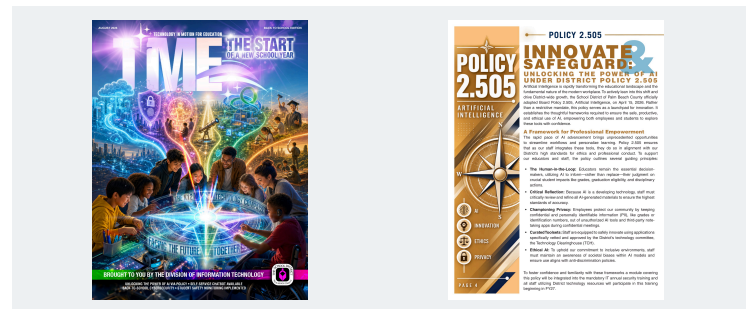
Built the graphic design curriculum and developed emerging designers. Led the district in Adobe ACE/ACA certification totals and pass rates; trained fellow district design teachers.

2001–c. 2009

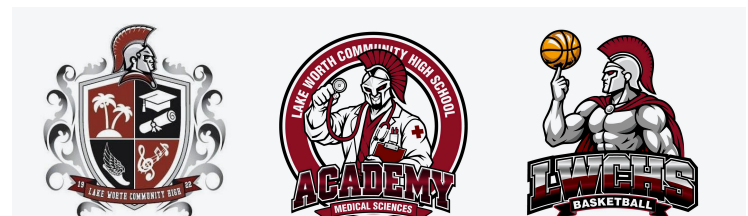
Owner / Art Director

5webdesign

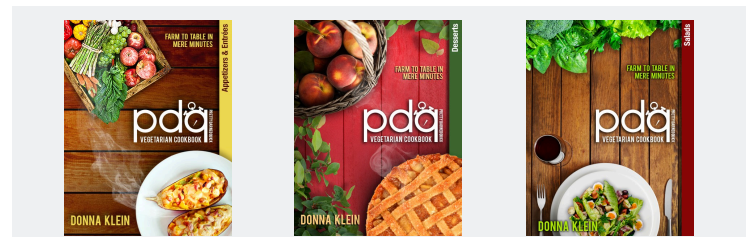
Grew a design boutique to approximately \$500K in annual sales through repeat business and referrals. Directed two illustrators and expanded logo commissions into identity systems, websites, packaging, vehicle wraps, and collateral. Earned near-five-star eLance ratings.



TIME / Cover, illustration & editorial direction



LAKE WORTH / Coordinated school identity family



PDQ / Cookbook cover studies

EDUCATION

MFA / Graphic Design

2018

Vermont College of Fine Arts



MASTER'S THESIS

Not Just Homeless

Authored and designed a 160-page thesis connecting graphic design, individual voice, and advocacy.

BACHELOR OF SCIENCE

2016

Graphic Design

Art Institute of Fort Lauderdale

Best Digital Portfolio — Winner

Best Print Portfolio — nominee

ASSOCIATE OF SCIENCE

1991

Advertising Design

Art Institute of Fort Lauderdale

ADDITIONAL PRACTICE

Weekly World News

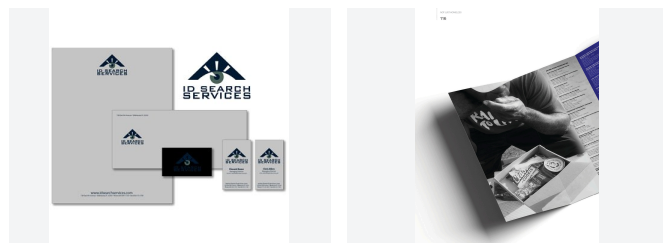
Freelance photo illustration

Video Quik Labs

Presentation animation

AIFL

Photo studio management



ID ROOFING · BRAND IDENTITY
ADAM FIVESON / CREATIVE LEADERSHIP

NOT JUST HOMELESS · BOOK DESIGN
ADAM FIVESON / CREATIVE LEADERSHIP

EARLIER LEADERSHIP

2000–2001

Art Director

Immersant / Bowne

Directed four designers on branding and website projects for Cranium, T. Rowe Price, and other financial services clients.

2000

Creative Director

ToysRUs.com

Led a five-person creative team developing branded e-commerce channels for Barbie, X-Men, Gundam Wing, and other franchises. Helped define brand consistency through the company brand book.

1994–1998

Art Director / Design Contractor

Wells Fargo Home Mortgage & other clients

Translated Wells Fargo Home Mortgage brand standards into signage and collateral adapted from Norwest Mortgage. Delivered additional art direction and motion graphics assignments.

1992–1994

Art Director

IBM / Ergonomics and Usability

Collaborated on OS/2 interface graphics and wallpapers, plus packaging for OS/2, Green Machine, and Developer's Connection, working with fellow designers across digital and print.

1992–1997

Founder / Owner / Art Director

Enternet Entertainment Group

Founded Xcitement and expanded it to 15 independently owned regional editions with centralized design and printing. Managed approximately 20 people across design, publishing, sales, production, and client relationships; also published Pulp.

1990–1992

Art Director

College Bound / Ronkin Educational

Owned visual execution as the sole artist for a national test-preparation company, creating advertising, presentations, and marketing collateral.