



ADAM FIVESON / ART DIRECTOR • CREATIVE LEADERSHIP

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Multidisciplinary art director, designer, and former studio owner with experience spanning brand identity, digital interfaces, publishing, packaging, and motion graphics. Combines hands-on craft with team leadership and commercial judgment: built a boutique to approximately \$500,000 in annual sales, led creative teams, and developed identities for approximately 60 schools.

EXPERIENCE

Art Director

School District of Palm Beach County | 2014–present

- Created and refreshed identities for approximately 60 schools, working directly with school leaders from concept through production. Designed mascots, logos, signage, apparel graphics, and coordinated brand assets.
- Named and established the visual identity for TIME, leading cover design, editorial layouts, illustration, occasional photography, and digital publishing from its inaugural issue. Typical issues span approximately 40 pages.
- Designed more than 100 employee and student portal tiles across successive platform versions, creating original icons and logos and reconstructing low-resolution artwork.
- Authored district brand guidelines and delivered hundreds of projects for departments, events, and internal communications; prepared production files and coordinated with vendors.

Official classification: Level 2 Specialist — IT Application Services

Graphic Design Department Head / Instructor

South Tech Academy | 2009–2014

- Built and taught the graphic design curriculum as the program's sole instructor; developed course materials subsequently used by other instructors.
- Led the district in Adobe ACE/ACA certification totals and pass rates, and delivered multiple training sessions for fellow district design teachers.

Owner / Art Director

5webdesign | 2001–c. 2009

- Grew a design boutique to approximately \$500,000 in annual sales, supported by repeat clients, referrals, and near-five-star eLance ratings.
- Managed two illustrators with low overhead; expanded logo engagements into corporate identity, websites, packaging, vehicle wraps, and collateral.

Adam Fiveson

ART DIRECTION / CONTINUED

Art Director

Immersant / Bowne | 2000–2001

- Led four designers on website and branding projects for clients including Cranium, T. Rowe Price, and other financial services companies.

Creative Director

ToysRUs.com | 2000

- Directed a five-person team creating distinct e-commerce storefront channels for Barbie, X-Men, Gundam Wing, and other brands and franchises.
- Contributed as part of the team developing the ToysRUs.com brand book.

Art Director / Design Contractor

Wells Fargo Home Mortgage and other clients | 1994–1998

- Personally adapted Norwest Mortgage signage and collateral to Wells Fargo Home Mortgage branding, applying supplied brand standards during the transition.
- Additional assignments included art direction for Associated Entertainment and motion graphics for Video Quik Labs.

Art Director

IBM • Ergonomics and Usability | 1992–1994

- Designed OS/2 interface graphics and wallpapers, plus packaging for OS/2, Green Machine, and Developer's Connection, collaborating with fellow designers.

Founder / Owner / Art Director

Enternet Entertainment Group | 1992–1997

- Managed approximately 20 people across publishing operations, combining art direction and hands-on design with sales, production, distribution, and client relationships.
- Founded Xcitement, expanding to 15 independently owned regional editions supported by centralized design and printing; published the underground music magazine Pulp.

Art Director

College Bound / Ronkin Educational | 1990–1992

- Sole artist for a national test-preparation company, producing newspaper and magazine advertising, presentations, and marketing collateral.

EDUCATION

Master of Fine Arts in Graphic Design

Vermont College of Fine Arts | 2018

Bachelor of Science in Graphic Design

The Art Institute of Fort Lauderdale | 2016

Best Digital Portfolio winner; Best Print Portfolio nominee

Associate of Science in Advertising Design

The Art Institute of Fort Lauderdale | 1991

CAPABILITIES

Brand systems • Creative team leadership • Editorial design • Digital and interface design • Illustration • Packaging • Motion graphics • Print production • Client and vendor relationships