

ADAM FIVESON

ART DIRECTION

Creative leadership.
Hands-on craft.

Art director, designer, publisher, and educator. I connect visual craft with commercial judgment across identities, interfaces, publications, packaging, and motion.

\$500K

Approximate annual sales built at my design boutique.

100+

Employee and student portal tiles designed.

~60

School identities created or refreshed.

CORE PRACTICE

Brand systems
Editorial design
Digital interfaces
Packaging & print
Illustration & motion
Creative team leadership

RECENT PRACTICE

2014–PRESENT

Art Director

School District of Palm Beach County

Created and refreshed school identities, mascots, signage, apparel, and coordinated brand assets. Named and established TIME, directing its covers, editorial layouts, illustration, and digital publication from the first issue.

Authored district brand guidelines and delivered hundreds of projects for departments, events, and internal communications. Designed 100+ portal tiles across successive platforms.

2009–2014

Department Head / Design Instructor

South Tech Academy

Created the graphic design curriculum and led the district in Adobe ACE/ACA certification totals and pass rates. Trained fellow district design teachers.

2001–c. 2009

Owner / Art Director

5webdesign

Built a boutique to approximately \$500,000 in annual sales with repeat clients, referrals, and near-five-star eLance ratings. Managed two illustrators; grew logo assignments into identity, websites, packaging, wraps, and collateral.

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CREATIVE LEADERSHIP / EXPERIENCE & EDUCATION

EDUCATION

MFA / Graphic Design
Vermont College of Fine Arts
2018

MASTER'S THESIS

Not Just Homeless
A 160-page thesis exploring
graphic design, individual voice,
and advocacy.

BACHELOR OF SCIENCE

Graphic Design
Art Institute of Fort Lauderdale
2016

Best Digital Portfolio
Winner
Best Print Portfolio nominee

ASSOCIATE OF SCIENCE

Advertising Design
Art Institute of Fort Lauderdale
1991

ADDITIONAL PRACTICE

Weekly World News
Freelance photo illustration

Video Quik Labs
Presentation animation

AIFL
Photo studio management

EARLIER LEADERSHIP

2000–2001

Art Director

Immersant / Bowne

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

2000

Creative Director

ToysRUs.com

Directed a five-person team creating branded e-commerce channels for Barbie, X-Men, Gundam Wing, and other franchises. Contributed to the company brand book.

1994–1998

Art Director / Design Contractor

Wells Fargo Home Mortgage & other clients

Adapted Norwest Mortgage signage and collateral to Wells Fargo Home Mortgage branding using supplied standards. Additional assignments included art direction and motion graphics.

1992–1994

Art Director

IBM / Ergonomics and Usability

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

1992–1997

Founder / Owner / Art Director

Enternet Entertainment Group

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

1990–1992

Art Director

College Bound / Ronkin Educational

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