

ADAM FIVESON

DESIGN EDUCATION

Professional practice. *Personal transformation.*

MFA-qualified design educator and practicing art director. I develop original curricula that connect visual thinking, technical fluency, and professional practice.

MFA / 2018

Graphic Design
Vermont College of Fine Arts

BS / 2016

Graphic Design
Art Institute of Fort Lauderdale

Best Digital Portfolio winner
Best Print Portfolio nominee

AS / 1991

Advertising Design
Art Institute of Fort Lauderdale

TEACHING AREAS

Typography & layout
Brand identity
Editorial design
Digital imaging
Interface design
Animation foundations
Portfolio development
Design critique

TEACHING EXPERIENCE

2009–2014

Department Head / Design Instructor

South Tech Academy

Sole instructor and curriculum author; developed materials used by subsequent teachers. Led the district in Adobe ACE/ACA certifications and pass rates and trained fellow teachers. Mentored award-winning students who entered creative careers, some reporting starting salaries of \$40,000–\$60,000.

1998–1999

Computer Design Instructor

Brick Computer Science Institute

Developed and taught original lessons in Adobe applications, 3D Studio, animation, design concepts, and production.

SEMESTER CONTRACT WITHIN 1994–1998

Computer Animation Instructor

Fort Lauderdale College

Developed and delivered computer animation instruction using Mac and PC platforms.

DURING ASSOCIATE STUDIES / COMPLETED 1991

Assistant Instructor / Photoshop

Art Institute of Fort Lauderdale

Recruited while a student to teach Photoshop under the lead instructor; continued teaching throughout enrollment.

STUDENT DISTINCTION

Work created under my instruction and mentorship.

KEISER UNIVERSITY

Art Show
1st, 2nd & 3rd place

KRAVIS CENTER

Reach for the Stars
1st & 3rd place
11 finalists

FLORIDA KIDCARE

1st place
Regional Judges' Choice

3,2,1 BLASTOFF

IT Conference cover design
1st place

INDUSTRY PERSPECTIVE

Publishing & entrepreneurship

Creative team leadership

Client relationships

Production & delivery

RESEARCH & AUTHORSHIP

Not Just Homeless

MFA thesis / Vermont College of Fine Arts / 2018

Authored and designed a 160-page thesis examining graphic design as a means of advocacy and individual expression for people experiencing homelessness. Combined community collaboration, personal inquiry, and visual communication.

PROFESSIONAL PRACTICE

2014–PRESENT

Art Director

School District of Palm Beach County

Created identities for approximately 60 schools, 100+ portal tiles, and hundreds of communications projects. Named and established TIME and directed its design and digital publication. Authored district branding guidelines.

2001–c. 2009

Owner / Art Director

5webdesign

Built a boutique to approximately \$500,000 in annual sales. Managed illustrators and developed repeat client relationships across branding, websites, packaging, and print.

SELECTED EARLIER ROLES

Creative & Art Direction

Bowne / ToysRUs.com / IBM

Led four designers at Bowne and a five-person ToysRUs.com team. Designed OS/2 interface assets and packaging at IBM.

1992–1997

Founder / Owner / Art Director

Enternet Entertainment Group

Managed approximately 20 people and centralized design and printing for a 15-region publication network. Published Pulp and interviewed Hunter S. Thompson.