



**Adam Kendall Woods**  
Design & Art Direction

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## EXPERIENCE

### **Starbucks Global Creative**

Product Designer

2015-2017

As part of a merchandise design team, I conceived, designed and illustrated for the Starbucks worldwide marketplace. My position involved trend forecasting, 3D form & substrate innovation, brand development, art direction and packaging design.

### **Nordstrom**

Environmental Designer

2014-2015

Working with a visual merchandising team to pull graphic campaigns through a variety of Nordstrom collateral, I developed 3D and print pieces for both environmental and point-of-sale experiences.

### **Frye Art Museum**

Print Designer

2013-2014

Within the Frye's elevated aesthetic, I designed print pieces to promote upcoming art events, shape museum experiences and build on existing branding & collateral.

### **Workhouse Creative**

Lead Designer

2013

As lead designer I managed pitch deck design, social media and copywriting. Working with motion designers, writers, and producers, I refined the brand's voice, look and feel from concept to final content delivery to potential clients.

### **The Bunny & The Burrow**

Art Director

2010-2012

As partner in a mobile boutique design studio, I created visual, print and identity work for clients such as The University of Michigan and The Migrant Health Organization.

## FREELANCE

### **Mattel**

Art direction and design for video, stills, animation and social media templates

### **FCB Health**

Branding and identity systems for healthcare and pharmaceutical brands

### **BrandPie**

Branding and print design for Safe Water Network and Muscular Dystrophy Association

### **Toastwater**

Art direction and design for culinary book *Toastwater* from Noah Fecks & Victoria Granoff

### **New York Cruise Lines**

Art direction and styling for stills on dining and lifestyle shoots for print and digital

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## EDUCATION

### **Seattle Creative Academy**

Associate of Applied Science, 2015  
Visual Design, Illustration, UX

### **University of Central Florida**

Bachelor of Arts, 2003  
Fine Art, Creative Writing, Sociology

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## SKILLS

Art Direction	Adobe CC
Copywriting	
HTML+CSS	Illustrator
Illustration	InDesign
Letterpress	Photoshop
Social Media	After Effects
Styling	
Wordpress	