Addison Landers

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Professional Summary

I am an experienced designer who has developed print, interactive, and experiential solutions from concept through completion. I have taken ownership of creative output for both small businesses and global brands. My design process places importance on delivering client-centered solutions with empathy, authenticity, and intent. I believe that successful visual solutions are meaningful in both form and content.

Professional Experience

Adjunct Professor   *Howard Community College | August 2016 - Present*
- Teach creative concepts for graphic design production including: print, interactive, animated, web design, and exhibition design.
- Advise learners of all abilities the value of research, ideation, and prototyping in the creative process.
- Instruct students how to utilize the Adobe Creative Cloud to produce modern designs with clear hierarchy, layout, color theory, and accessibility.

Freelance Designer   *Self Employed | December 2016 - Present*
- Maintain multiple ongoing web and print projects with customers, while managing coordination efforts and approval process.
- Consult with clients on design language and voice; provide volume recommendations for advertising and social media strategies based on design research, theory, and trends.
- Develop print and web designs considering 508 Compliance.

Graphic Designer   *Chesapeake Bay Foundation | August 2019 - January 2020*
- Developed infographics, icons, landing pages, advertisements, and social media graphics for an environmental non-profit that advocates for the health of a national treasure.
- Created handouts, invitations, fliers, and signs for internal employee events and engagement, such as conferences and promotional events.
- Partnered with team members in marketing, education, litigation, and development to produce publications.
- Catered messaging to internal and external audiences, determined market demographics, compiled data, and researched for targeted demographic.

UX Product Design Lead   *Dailymotion | April 2019 - September 2019*
- Considered user interaction, components, labels, and flows to help users achieve their goals.
- Partnered with other designers, engineers, and data scientists to oversee the user experience of new features and product optimization from conception through launch.

Education

MFA in Graphic Design
Vermont College of Fine Arts | 2016

Computer Graphics Certificate
Frederick Community College | 2011

Bachelor of Arts in Psychology
University of Maryland | 2009

Skills

Adobe Creative Cloud
InDesign
Illustrator
Photoshop
MAC/PC
Microsoft Office
HTML5/CSS/CSS3
Interactive Design
WordPress/Magento
Mailchimp/Dotmailer
Social Media Management
Creative Brand Direction
Design Thinking
Mentoring/Training
Client & Vendor Relations
Typography
Color Theory
Budgeting
Print and Web Production
SharePoint

- Utilized existing resources, stock resources, icons, and interfaces as well as developed custom solutions to target specific audiences.
- Enforced brand standards and provided research-driven recommendations for branding and identity updates.
- Conducted user research and compiled data to determine market demographics to guide future updates.
- Developed long-term solutions for the growth of the design team and Ad-Tech product, based on comprehensive understanding of concept, design, and national and international users.

Creative Director — *Limitless Design | June 2013 - February 2019*

- Developed print, web, and experiential designs in multiple languages, including e-newsletters, marketing collateral, brochures, websites, landing pages, and user experience for over 12 global brands.
- Led a multidisciplinary team including designers, illustrators, photographers, and copywriters to ensure accuracy and quality of work.
- Oversaw budget, communication, and project status reporting.
- Monitored branding guidelines to ensure compliance with latest updates and policies.

Senior Designer — *Wantz Distributors | February 2012 -June 2013*

- Managed the graphics department, print shop, and merchandising departments.
- Developed website, email, and social media campaigns.
- Collaborated with sales staff and interns to implement marketing strategies.
- Prepared documents for various printing methods including four-color process for offset press projects.
- Provided creative deliverables and experiential design for conventions and conferences including table tents, presentations, agendas, and event binders.

Front-End Web Designer — *Aynex Designs | July 2010 - February 2012*

- Created web, print, and newsletter solutions for diverse clients.
- Developed wireframes to enhance user experience.
- Designed for 508 Compliance to meet the minimum requirements.

Photographer — *Ira Wexler Photography | March 2007 - August 2011*

- Photographed for an award-winning hospitality and commercial firm.
- Provided photography services including planning, set up, and completed commercial photo sessions.
- Directed model movements, added or removed props, and changed settings on the camera and lighting.
- Shot and edited digital photos to produce high-quality client or stock images.

Community

Milkcrate Creative Space
Arts Expression Groups
Artist Mentoring
Annapolis Arts Alliance
AIGA

Awards

First place,
Star Hill Package Design, 2013.
First place,
Mock-Up AIGA, 2011.
Finalist,
AAF Regional, 2010.