

Adam Simonelli

52 London Street | East Greenwich, RI 02818
(978) 828 – 2421 | ads112001@gmail.com | www.adamsimonelli.com

Education

Rhode Island School of Design

Providence, RI

June 2005 – BFA – Graphic Design

Computer Skills

Macintosh & PC: Microsoft Office, Adobe Creative Suite, Final Cut Pro, Quark, Dreamweaver, HomeSite, Flash, XHTML, CSS, Actionscript, JQuery, PHP, Wordpress, Google Analytics, Social Media, Lotus Notes, ability to hand-code web sites.

Design Experience

Mohegan Sun Hotel & Casino

December 2006 - Present

Lead Web Designer: Responsible for designing: web banners, sitelets, playing guides, email campaigns, menus, promotional videos and other material to help market the world-renowned hotel and casino; all while adhering to strict marketing guidelines and deadlines. Helped form the current email marketing state by developing branded templates which are ESP compatible. Also responsible for daily site updates, JQuery-based UI design, small application development and coding of web pages using the Smarty templating engine and PHP. Projects include: the redesign of the Mohegan Sun Newsroom, monthly interactive Insider calendar of events, redesign of the employment website, Hot Summer Fun sitelets and a redesign for Pocono Downs in Pennsylvania.

Freelance Graphic Designer

June 2005 - Present

Graphic Designer: Design web sites and print material for local clients including: clubs, restaurants, non-profit organizations, artists and small businesses. Setup clients with simple CMS to allow them to update content.

Gizmobies Inc.

June 2006 - December 2006

Package Designer: Design protective skins for mobile devices including: iPod, Gameboy and Sony PSP. Responsible for designing eye-catching skins based on a theme and a target consumer.

Sequel Communications

August 2005 - December 2006

Graphic/Web Designer: Designed annual reports, brochures, web banners, books, identities, postcards and other print and web material for clients including the EMC Corporation, Abt Associates and the author Craig Moodie.

Notable Accomplishments

Boston Globe Scholastic Art Award

February 2001

Silver Key Award for a logo and brochure design.