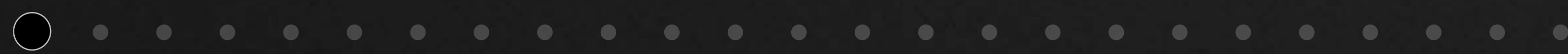




ADAMPARSONS  
**PORT  
FOLIO**  
2019



AdamParsons | Graphic Designer | PDF Portfolio







# CV



## Adam Parsons

Senior Graphic Designer

317.379.1998

adam@AdamParsons.art

With all my work, I give my best effort, going beyond what is asked to wow the customer and develop long term relationships with great clients. I bring positive energy and encouragement to nourish the team I work with and to feed the mutual creative inspiration that comes from combining talents.

I've had the pleasure of working individually and as part of a team with entrepreneurs, small businesses and national agencies with a wide range of clientele. My creative eye from my traditional illustration background and my technical expertise in the digital needs of today, combined with my ability to motivate and inspire others to do their best, make me an asset to any creative team. My clients appreciate my attention to small details that make a big difference, my pragmatic approach, and my passion for helping them and their businesses thrive.

Well versed on both Mac and PC platforms, my strengths are in photo manipulation, keynote presentation, and digital illustration. I'm motivated and energized by keeping up with the technology of today, optimizing mediums like iPad Pro and Wacom Cintiq Pro into my daily usage.

### Exhibitions

- 2010 "Suspended" - Three Person Show. Fort Wayne, IN
- 2009 Noblesville City Hall - Solo Exhibition. Noblesville, IN
- 2001 Dunlap Gallery - Solo Exhibition. Augusta, GA

### Skill Set

20 years of industry experience across all design disciplines.

Advanced knowledge and skills in Adobe Creative Suite - Photoshop, Illustrator and InDesign, as well as Microsoft PowerPoint, Keynote and Procreate.

Strong understanding of work on HTML5 based platforms and Squarespace.

Advanced skills in digital illustration.

### Awards

- 2018 **"The Illustrator"** - Biographic Documentary Film. Indianapolis, IN
- 2009 Indy star - Newspaper Release. Indianapolis, IN
- 2006 **"The Valley of Rhyme"** - Book Publishing, Nashville, TN
- 2001 Augusta Chronicle - Newspaper Release. Augusta, GA
- 2001 Augusta Chronicle - Newspaper Release. Augusta, GA
- 1997 Finalist - Painting **"Weary Drowsiness"**. Yokohama, Japan
- 1996 Showing - Tokyo Museum. Tokyo, Japan
- 1996 Finalist - **"Eight Ignorant Judges"** Painting. El Grande, Shibuya, Japan
- 1995 **"The Valley of Rhyme"** - Best New Illustrator. Tokyo, Japan

### Education and Qualification

1985-1989 Cleeve School

### References

Upon request or please review recommendations on **my LinkedIn page.**







# CV



## Adam Parsons

Senior Graphic Designer

317.379.1998

adam@AdamParsons.art

### Contract Creative Positions

2009 - present

#### the MOLD agency / Principal

Graphic design solutions for entrepreneurs and small businesses as well as other agencies. Both on and offsite.

#### Fight For Life Foundation / Creative Director

Rebranding of messaging through print material, social media and overall image, including photography and animation.

#### FUEL MEDIA / Senior Designer/Illustrator

Logo design, branding for online and print needs. Onsite position.

#### DWA Healthcare / Senior Designer

Medical Illustration, PowerPoint presentations and photo enhancement. Onsite position.

#### Carabiner Communications / Creative Director/Lead Designer

Web design, infographics, iconography and animation.

#### Culturatti Ink / Creative Director/Senior Designer

Book design and layout, cover illustration, digital and traditional publishing.

#### MIZCEO / Senior Designer

Photo enhancement, visual brand management, consultation.

### Social Media

Dribbble - @AdamParsonsart

Behance - @AdamParsonsart

Instagram - @AdamParsonsart

Youtube - @AdamParsonsart

Facebook - @Adam Parsons art

@Times of Rhymes

@Valley of Rhyme

Pinterest - @AdamParsonsart

Twitter - @AdamParsonsart

### Personal Websites

www.AdamParsons.art

www.theMOLDAgency.com

www.theValleyofRhyme.com

www.TimesofRhymes.com

### Client Websites

www.ErikaParsonsSchool.com

www.TheCelebrityGhostwriter.com

www.Culturatti.net

www.ItsTimeToBringIt.com

www.PowerBodyLanguage.com

www.TailorMadeBudgets.com

www.DoSomethingIndy.com

www.PlantingEmbrace.com

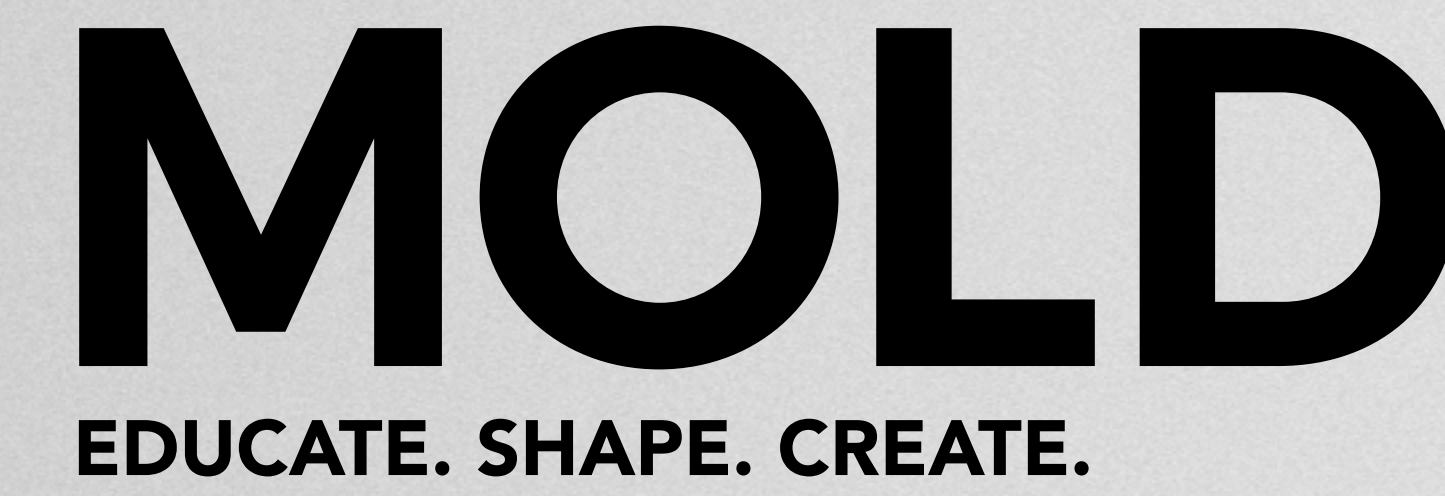
www.HJKGlobal.biz

...more available upon request.

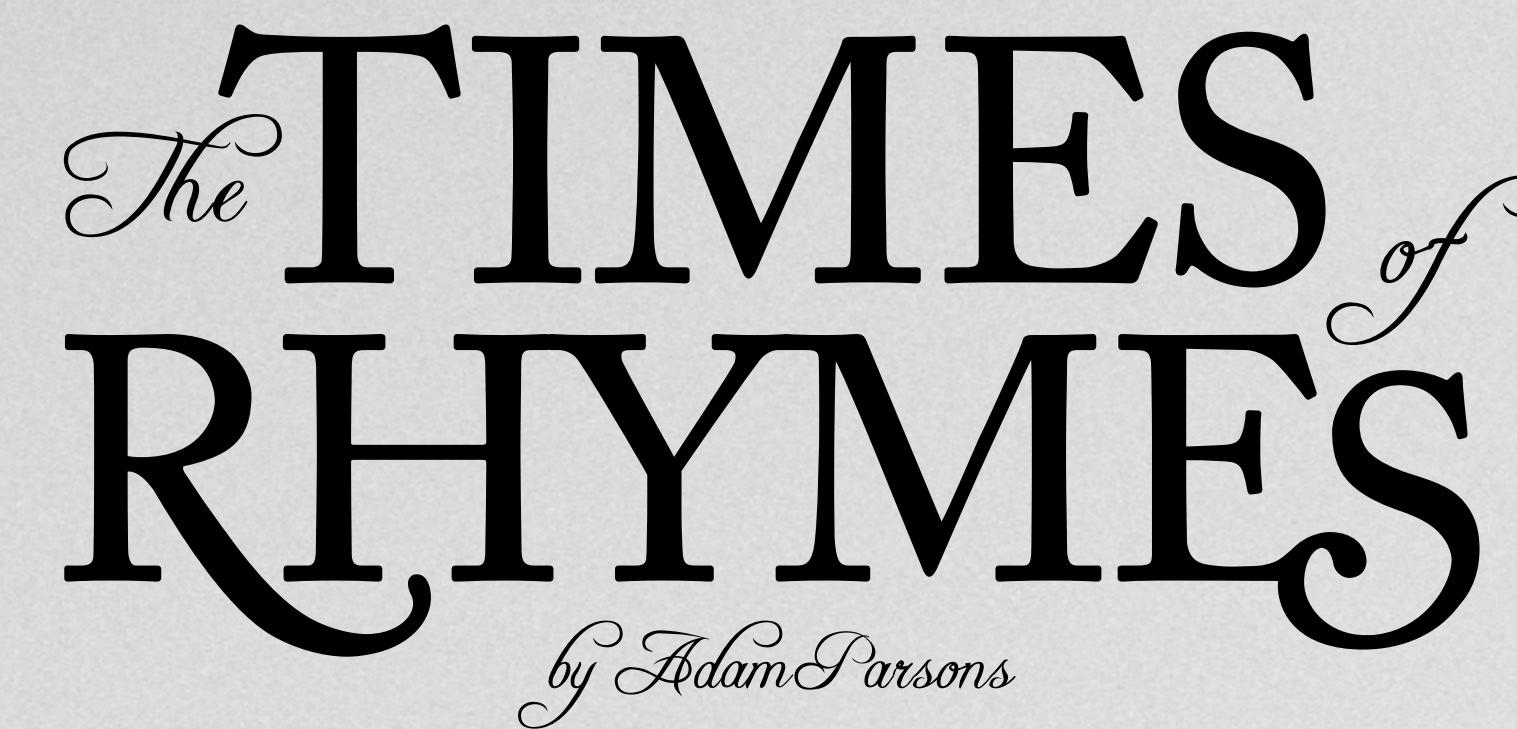




some CLIENTS 



Marshall Lifestyle Medicine.







**ROOTED**  
The Salon



*PinkPen*



SALON  
**HAIRAPY**  
Est. 2008



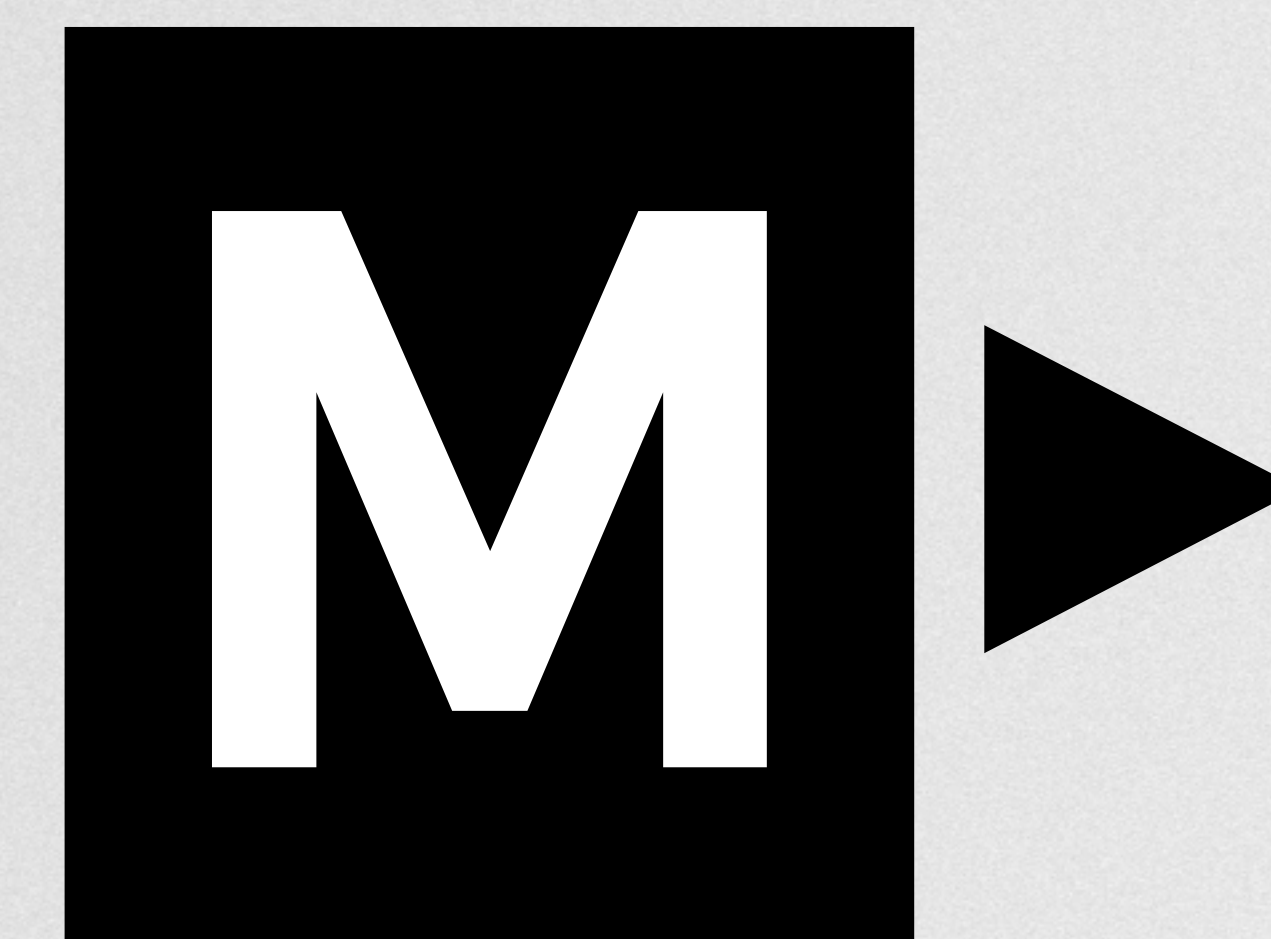
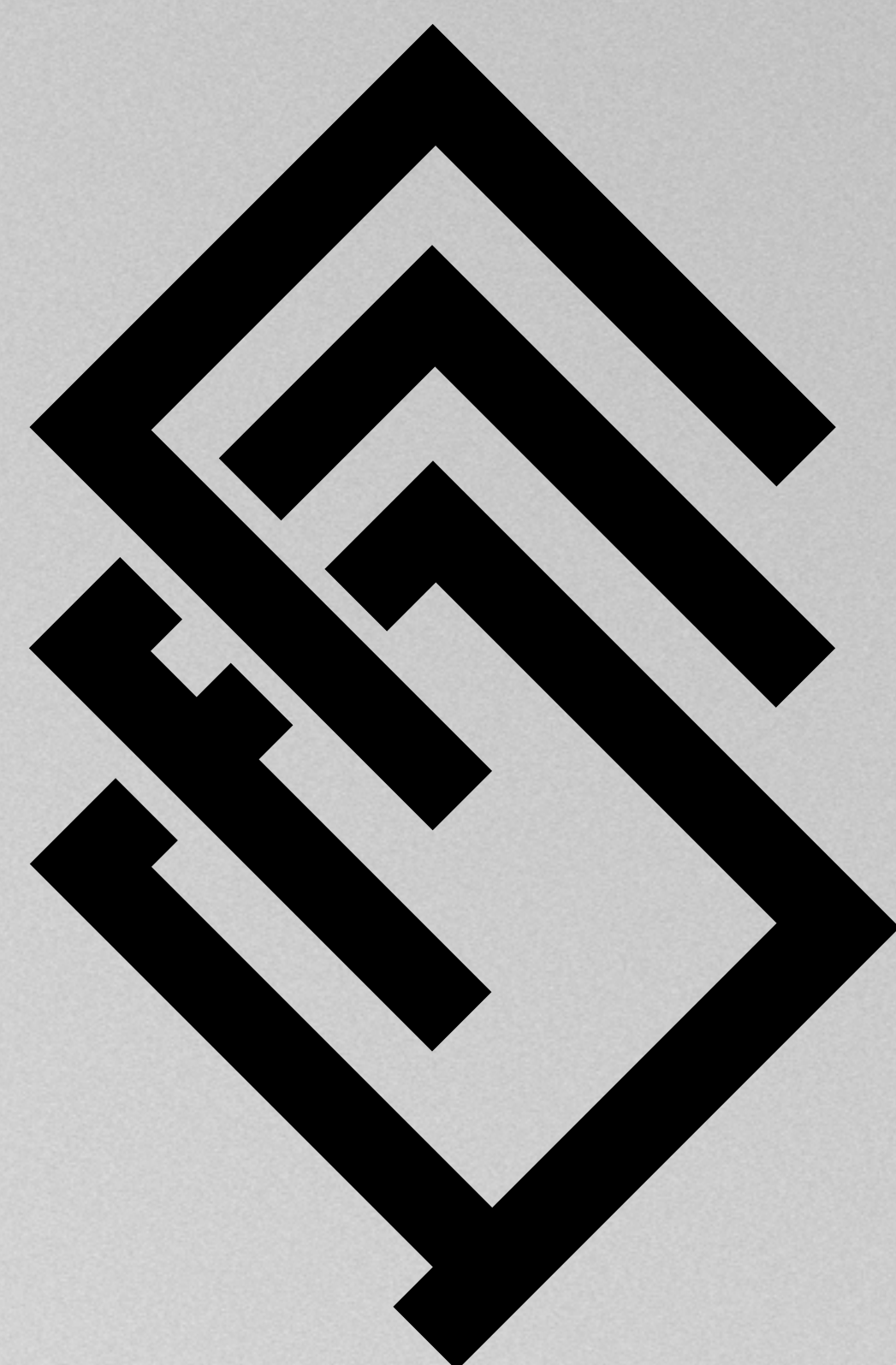
*Let's talk about it ...*



**FINESTEPS**  
*Dance with Passion*

- Rooted** / Hairdressing consulting firm
- Pink Pen** / Writing tutor service
- Salon Hairapy** / Hairdresser with a twist
- The Salon** / Monthly debate group
- Finesteps** / Ballroom dance company





**Career Connection Academy** / Coaching organization

**Exemplar Construction** / Home remodeling

**Apex Brand Group** / Boutique agency

**BizJuice** / Blogging company

**the MOLD agency** / Visual brand management agency





✓ Here is my guarantee:

Writing is not just my profession — it's my passion, and I'm unequivocal in my commitment to confidentiality. I will listen to you intently and absorb every aspect of your vision to make sure your voice is the one that shines through. I will do all of the heavy lifting and you will always keep the writer's credit — always and without fail. If I take on your book project, I will not juggle you between clients. You will have my undivided attention until your project is complete. If you are serious about bringing your book idea to life, contact me. I look forward to building an amazing relationship and masterpiece with you.

I'M INTERESTED IN HIRING ERIKA PARSONS 

 **SCHOOL**  
me on how to write my story  
TIPS & RESOURCES

 **COACH**  
me through my story  
ONE-ON-ONE

 **GHOST**  
write my story for me  
IT'S OUR SECRET

*Erika Parsons*

School Coaching Ghostwriting Blog

The best  
**Celebrity Ghostwriting Services**

Choosing Erika Parsons as your celebrity ghostwriter is a choice for best confidentiality.


LET'S GET CREATIVE

**ERIKA PARSONS**  
SCHOOL OF CREATIVE WRITING

The *EP* DIFFERENCE

“Plotting like this requires sleep deprivation & serious amounts of coffee.”  
— Mark Underwood


Thursday: Weekly quote  
Erika's Weekly Posts




**The Celebrity Ghostwriter: A Fly in the Best Walls**

Choosing Erika Parsons as your celebrity ghostwriter is a choice for best confidentiality. I will do all of the heavy lifting and you will always keep the writer's credit — always and without fail. If I take on your book project, I will not juggle you between clients. You will have my undivided attention until your project is complete. If you are serious about bringing your book idea to life, contact me. I look forward to building an amazing relationship and masterpiece with you.


Comments



**Celebrating The Candy...**



**My Celebrity and Me...**



**Celebrating...**

**ERIKA PARSONS**  
SCHOOL OF CREATIVE WRITING

 **The Celebrity Ghostwriter** / The website design for Erika Parsons School of Writing was only the first part of many in her fully branded design for social, web and print





**Power Body Language /** Body Language Specialist  
 Lisa Mitchell needed website design, a brand build out,  
 photography, and iconography to take her to a national stage





Portfolio



Contact

# MOLD

a full service branding agency



ILLUSTRATION



PHOTOGRAPHY



DESIGN

## WE MOLD STARS

Welcome;) MOLD is an Indiana based full-service brand agency that works primarily with artists, entertainers, writers and creatives in and around the city; building increased sales, more booked gigs and measurable boosts in audience engagement. We know our clients want to be

## Let's Get Started...

Name

Email

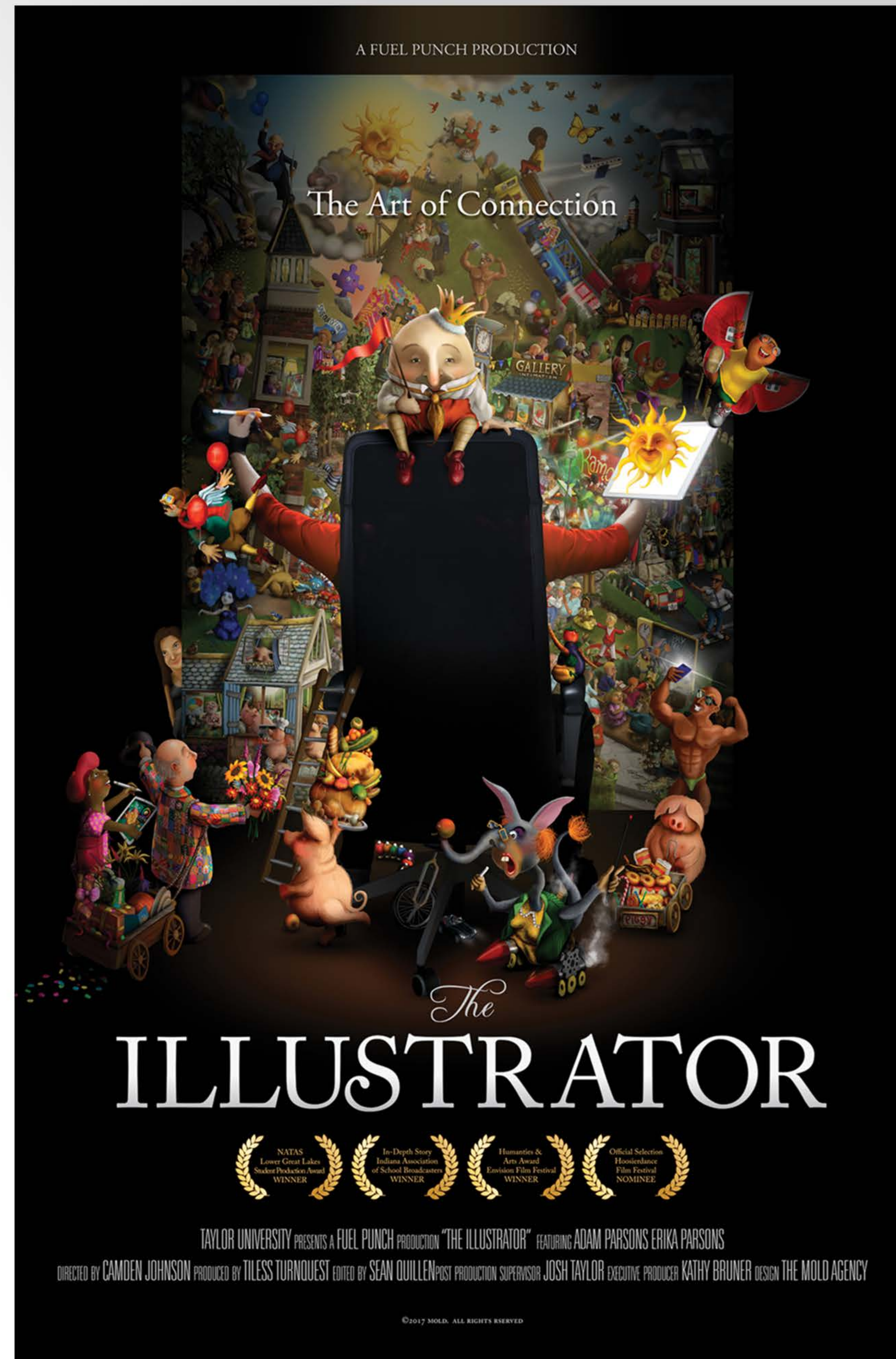
Phone



**the MOLD agency** / My own one-man shop for helping businesses and other fellow creatives develop out their visions







**The Illustrator** / Movie poster Illustrated and designed for a short documentary featuring my digital painting "The Times of Rhymes," which took ten months to complete







Our mission at the Fight For Life Foundation (FFLF) is to help deserving but underserved youth develop the social and emotional qualities needed to be successful.

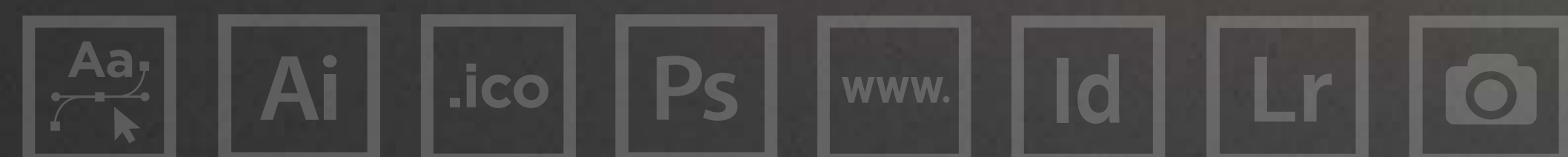
These qualities include self-awareness, self-management, social awareness, relationship skills, and responsible decision making. FFLF programs use education, athletics, and wellness activities as the foundation for positive youth development.

Come join the fight!

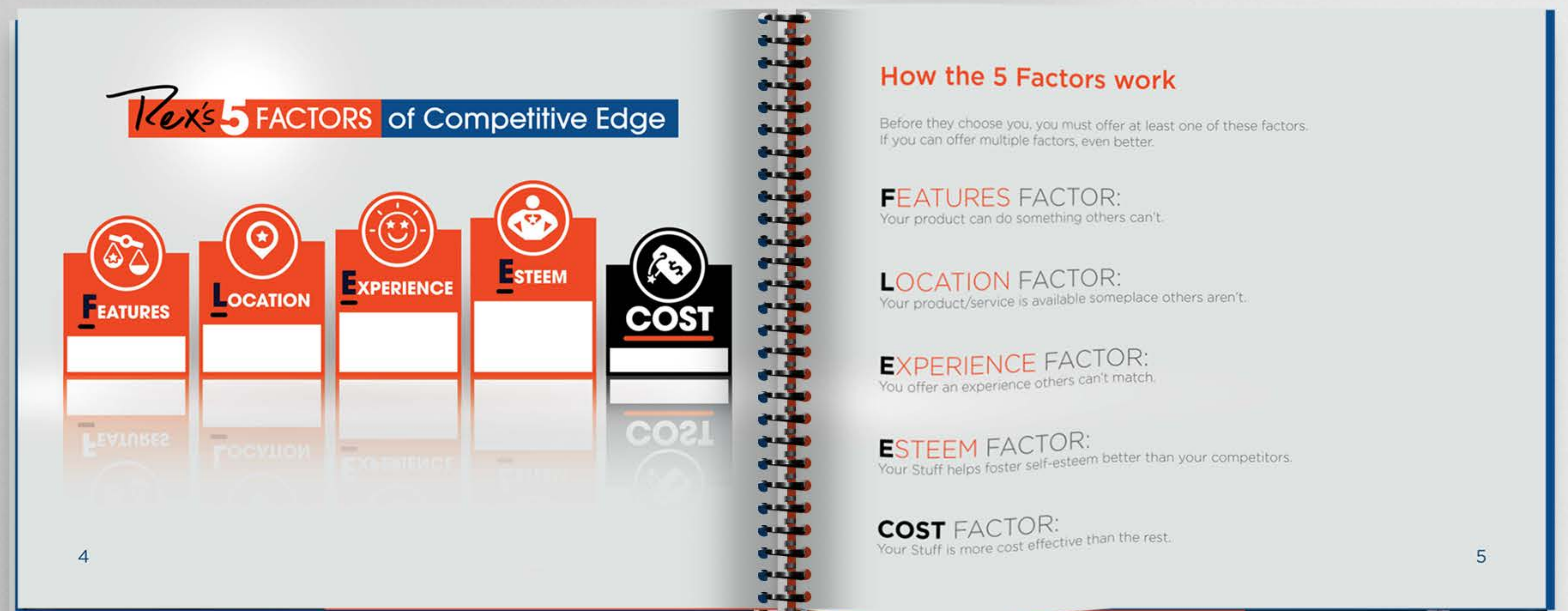
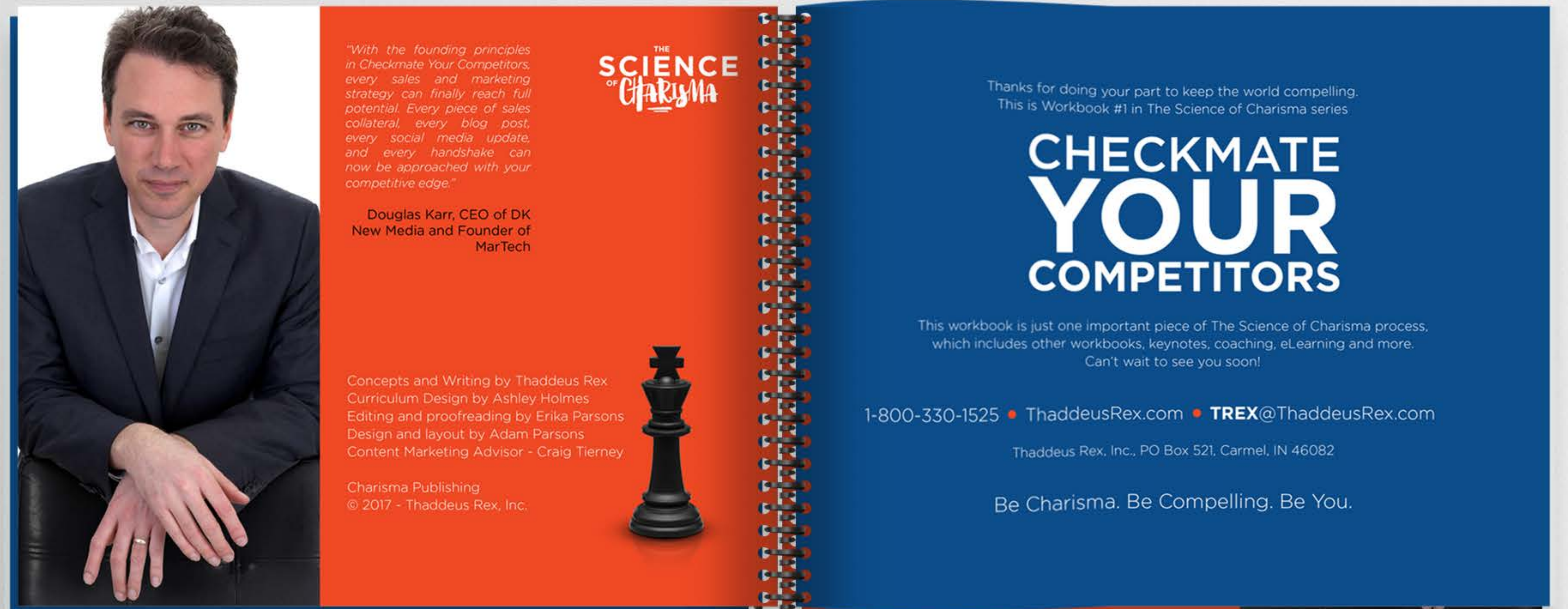
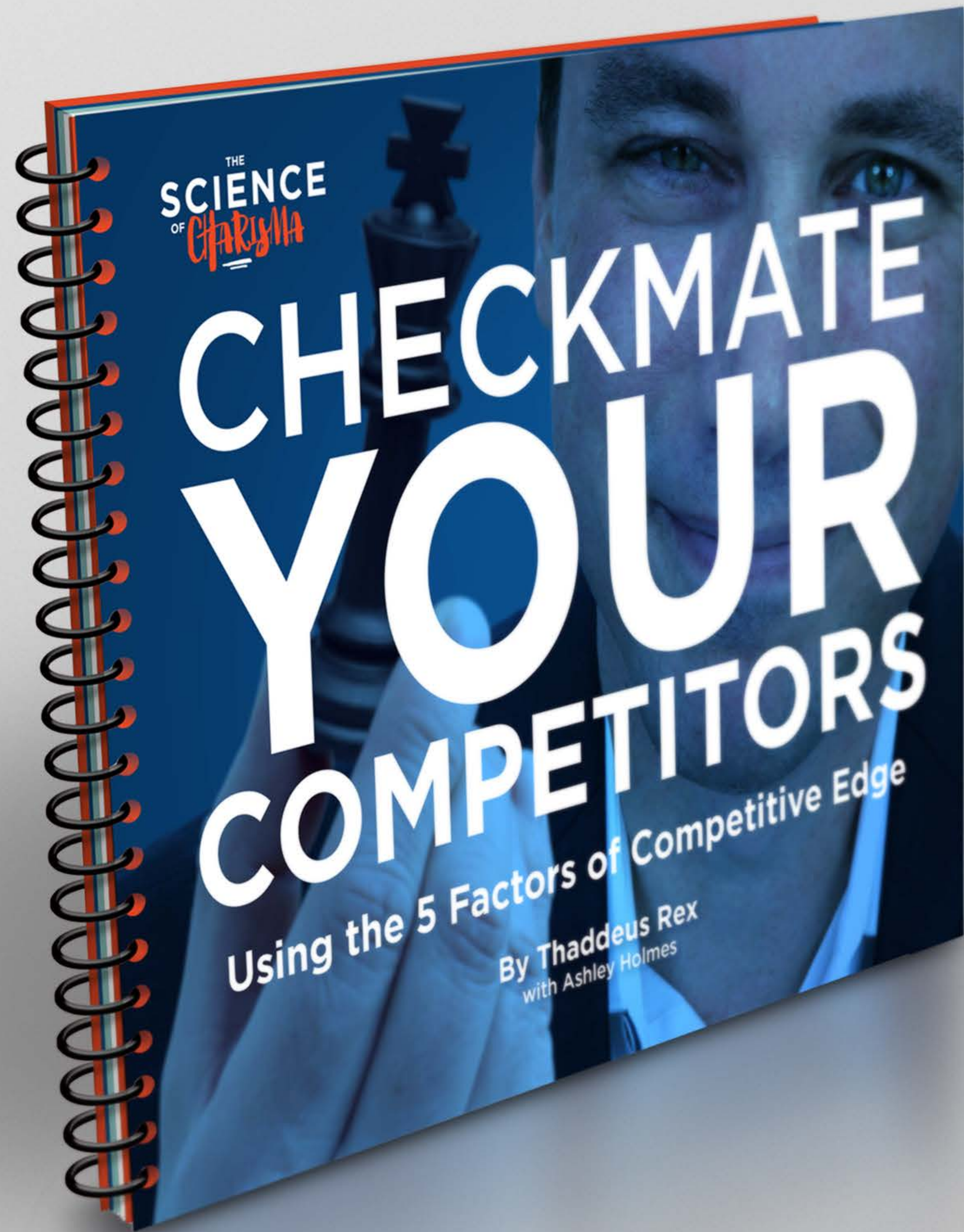
*Markin Jackson*



**Fight for Life Foundation** / A structural rebrand of company competencies aimed at refreshing the interest and application with current and potential sponsors







The Science of Charisma / Structural design and layout for seminar workbook series







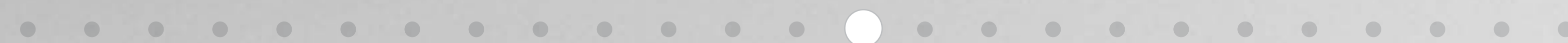
**Colours Restaurant** / Digital illustration  
drawn for contemporary creative restaurant  
featuring naturally organic produce







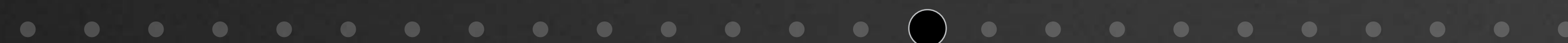
**Mr. Pickle** / Digital illustration taken from children's picture book "Pablo"







**Willy Lutoff** / Character drawn digitally for animation project, testing motion graphic app Werble, also featured on their website



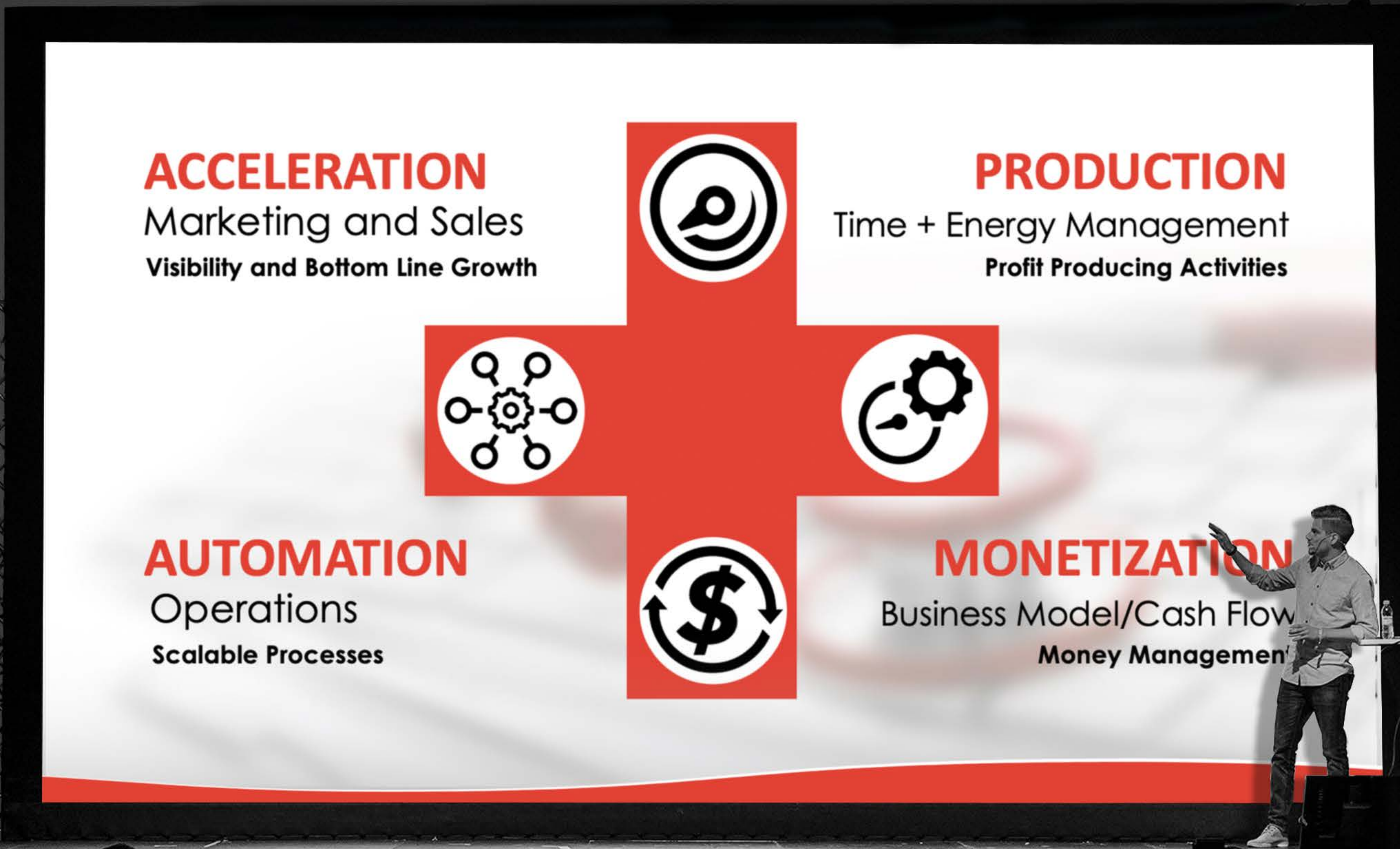




**Pippa Mann** / Indy race car driver needed to get sponsorships to raise funds to be able to drive, PowerPoint and image enhancement show examples of sponsor logo locations







<p><b>BRING YOUR BRILLIANCE</b> <b>POWER HOUR</b> with Carla Taylor</p>	<p><b>NAVIGATION CHECK</b></p> <ul style="list-style-type: none"> <li>• Mic check</li> <li>• Chat</li> <li>• Raise hand</li> </ul>	<p>WHAT HAPPENS WHEN MORE IDEAS COME TOGETHER?</p>	<p><b>Brilliance!</b> <b>POWER CIRCLES</b></p>	<p><b>WHO IS IT FOR?</b></p> <ul style="list-style-type: none"> <li>• Business Builders</li> <li>• Content Experts</li> <li>• Side Hustle</li> <li>• Freelancers</li> </ul> <p>Successful Professionals who are ready to <b>BRING THEIR BRILLIANCE!</b></p>	<p><b>PROBLEM</b></p> <table border="0"> <tr> <td data-bbox="2202 1260 2350 1444"> <p><b>Saving Time-</b> learn from others, leverage their knowledge (instead of making all the mistakes yourself)</p> </td> <td data-bbox="2350 1260 2499 1444"> <p><b>Saving Money-</b> spending money on solutions not needed or vendors who don't deliver</p> </td> <td data-bbox="2499 1260 2546 1444"> <p><b>Not Being Isolated-</b> at home or at an office</p> </td> <td data-bbox="2546 1260 2594 1444"> <p><b>Connecting to Resources-</b> not going it alone = huge need for entrepreneurs + remote workers</p> </td> </tr> </table>	<p><b>Saving Time-</b> learn from others, leverage their knowledge (instead of making all the mistakes yourself)</p>	<p><b>Saving Money-</b> spending money on solutions not needed or vendors who don't deliver</p>	<p><b>Not Being Isolated-</b> at home or at an office</p>	<p><b>Connecting to Resources-</b> not going it alone = huge need for entrepreneurs + remote workers</p>
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Bring Your Brilliance / Business Coach Carla Taylor needed a consistent, fresh brand that paired across all social and presentation mediums to market to her clients





# IT'S YOUR BUSINESS

# MAKE IT OFFICIAL



POWERED BY HJK GLOBAL

What are your goals?

**S**<sub>1</sub> **M**<sub>3</sub> **A**<sub>1</sub> **R**<sub>1</sub> **T**<sub>1</sub>

*Specific* *Measurable* *Attainable* *Realistic* *Time Bound*

Know what you will do and how

Having a precise way to measure

Being able to visualize a path

Being able to visualize results

Having timelines for achievement

Start with a blank canvas and create a client profile that is precisely suited to you

Invest in the right tools

- Choose function over design
- Cheap doesn't usually equal better but sometimes "good enough" is ok.
- Consider what your equipment will allow you to do for the client. How does that support your continued success?

LEARN HOW TO BECOME A VA

Powered by HJK

Think short & long term

- 3-6 months
- 6-12 months

← SHORT TERM

LONG TERM →

- 1-2 years
- 3-5 years
- 5-10 years

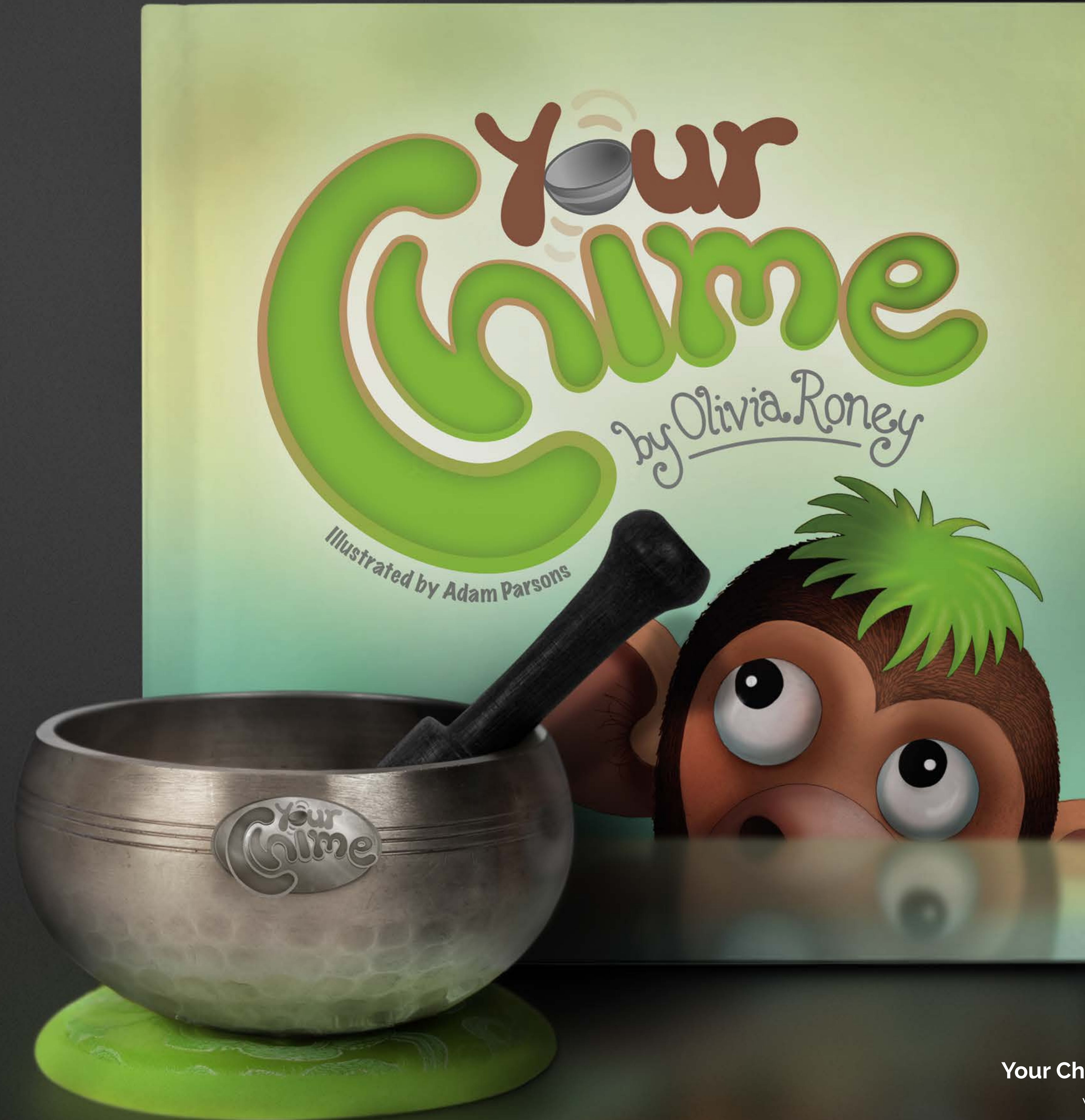
Workspace considerations

- Physical space
- Proper equipment
- Organization

**HJK GLOBAL** / Website design, book cover, and many exciting and dynamic presentations helped HJK Global teach people how to become virtual assistants







**Your Chime** / Helped create and illustrate a children's book with Crouching Tiger's Olivia Roney to help quiet the monkey mind through the calm sounds of a chime



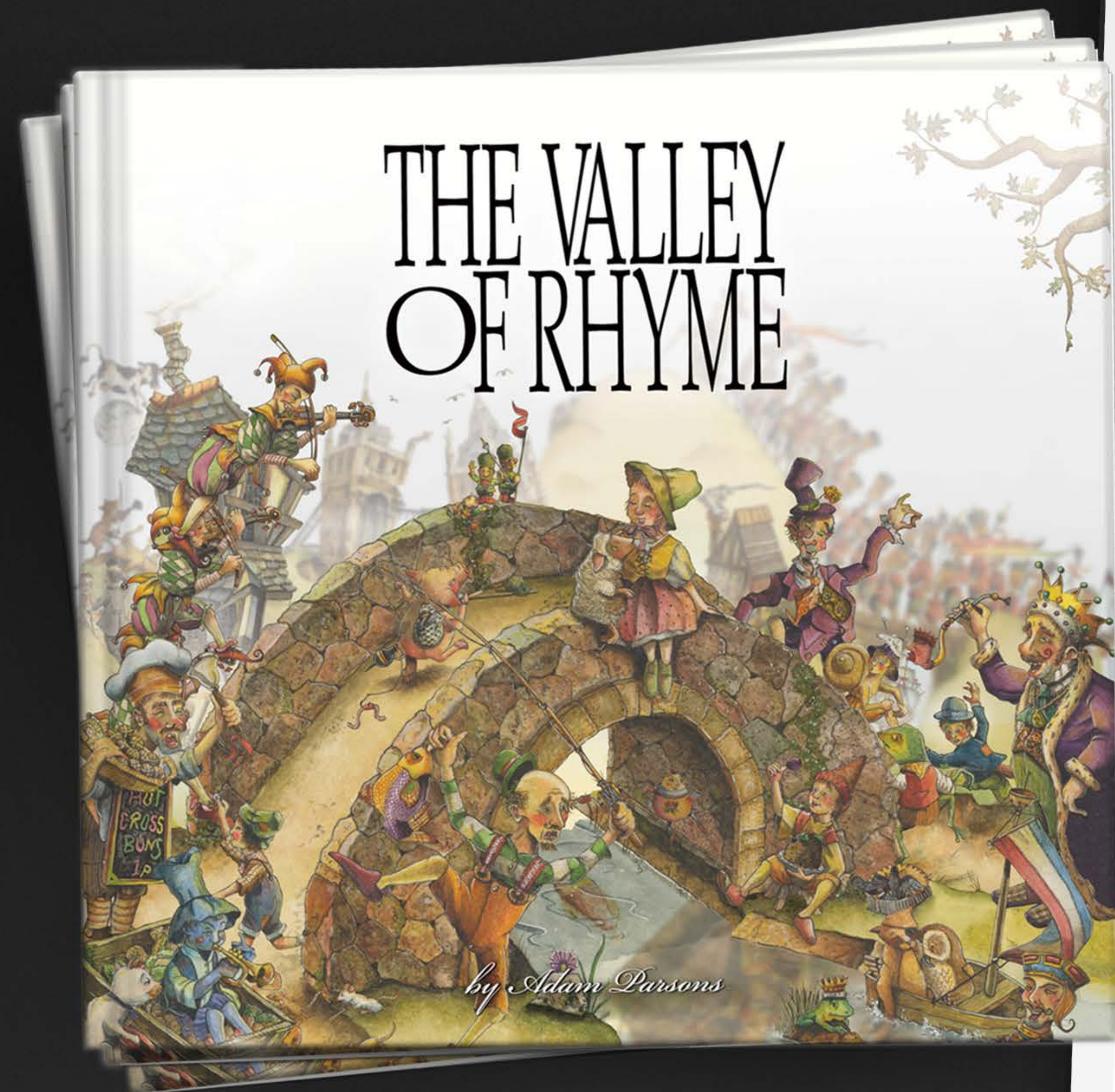




**Dear 20-Something** / Book interior and exterior formatting and design for both traditional and digital medium publishing







**The Valley of Rhyme** / Award-winning watercolor illustration poster turned into collectable heirloom quality book

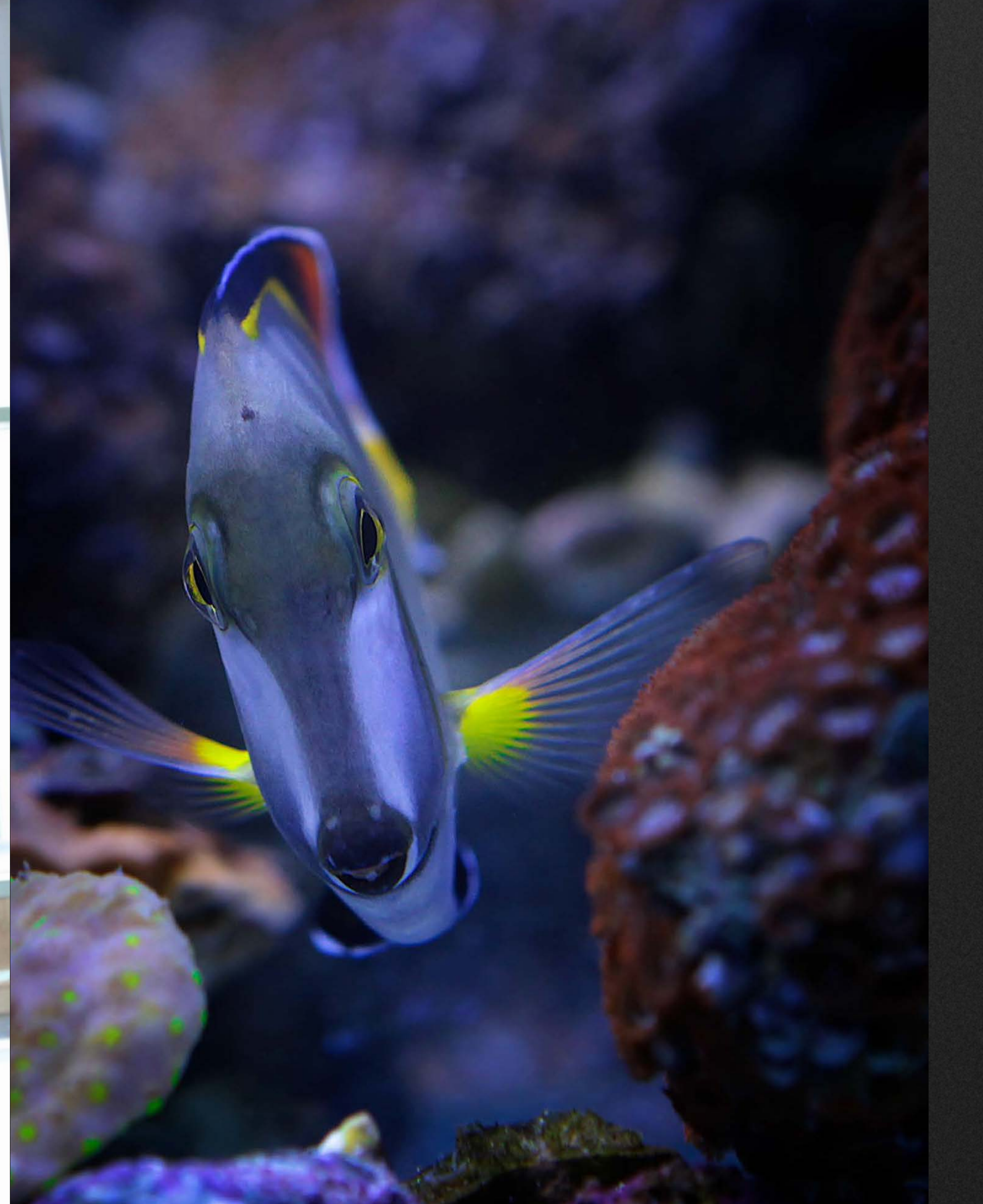
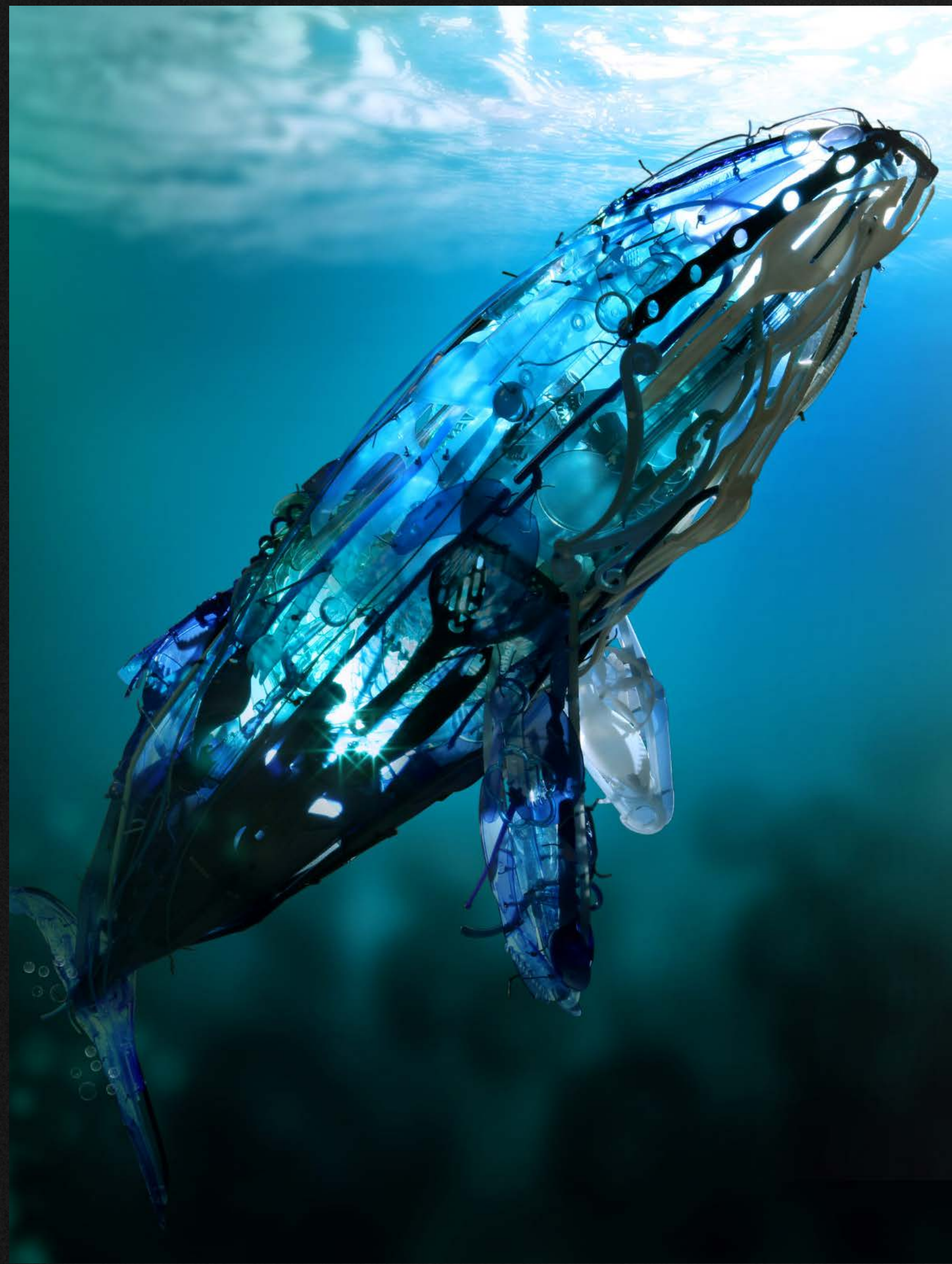






**Idology /** Storytelling through infographics made an engaging way to visually present and simplify a challenging message







# RECOMMENDATION

"With every new project Adam completes for me, I am BLOWN AWAY at how amazing his work is - and it has taken my business to much higher levels of success. If you want to work with the best of the best, who will support and encourage you along the way and make you and your business look like a rock star, hire Adam."

**Carla Taylor, MA, CPC**

Founder and CEO, Ignite

"Adam is an absolute LIFE SAVER! When I didn't know the direction I wanted my marketing, website, or brand materials to go in, he came to the table with several ideas. Adam elevates my business beyond what I could ever do on my own and makes me feel supported, understood, and heard as I figure out what ideas I want to implement. His work is stunning! He is integral to my business and the ROI for my business is many times what I pay him."

**Ericka Young**

Author, Speaker, Financial Coach and Budget Expert

"Adam is an amazing artist and is exceptionally talented beyond what I can even comprehend. His pieces never fail to make me stand in awe each time I see them."

**Jamie Walmsley DDS, PC**

dentist at james d. walmsley jr, d.d.s., p.c

"Adam has the rare gift of cutting through the clutter, assessing the image, function and perception needs of a company, individual or brand, and recommends clear, strong and effective changes. In essence, he's a modern day Henry Higgins. He sees the raw talent, pulls and bends and questions and hones the vision and helps to create something unique, fresh, innovative and wildly engaging. Adam is not for the faint of heart. He will challenge you beyond what you can imagine, force you to find your 'niche', and you'll become overwhelmingly amazed at the result. The maddening part is...he's always spot on."

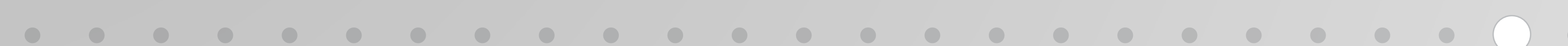
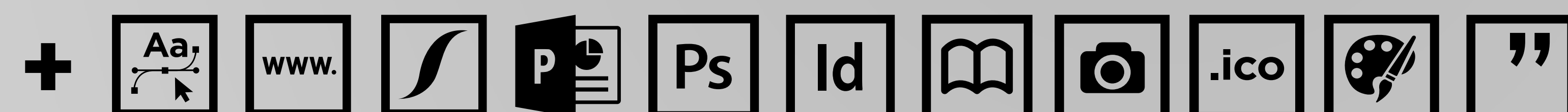
**Lisa Whitman**

Owner, Digital Stories Media Group

"Adam was a brand new art director with our company and was brought in on a project with a brand new client. He was able to seamlessly integrate himself into our team, as well as quickly get up to speed with the project. He was very communicative, provided lots of ideas, and produced great work. Additionally, he was very responsive and flexible, graciously meeting some difficult deadlines and unexpected requests. Adam is a highly seasoned, knowledgeable, and talented professional, who would be an asset to any team. I look forward to working with Adam in the future."

**Jan Evans**

Digital Project Manager, Aquent







AdamParsons | 317.379.1998 | adam@AdamParsons.art

