**Allen R. Adon, Jr.**

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http://www.strikingcommunications.com

**Current Software Usage:** Adobe Creative Cloud Suite 2021 – Photoshop, Illustrator, Indesign, Premiere, Spark, Bridge, and Acrobat (in a MAC or PC environment), Wordpress, Squarespace, 3dcart, Shopify, Mailchimp, Facebook, Trello, Instagram, Twitter, Restream, LinkedIn

**Experience In:** Adobe Flash, Adobe Dreamweaver, After Effects, Adobe Audition, Ableton Live, Virtual DJ, and Microsoft 365 (Power Point, Word, Excel),

**Experience**

***American Battle Monuments Commission 3/2020 – Present***

**Visual Information Specialist** (Federal position) **40 – 50 hrs a week**

**Software Utilized on a Daily Basis:** Photoshop, Illustrator, Indesign, Premiere, Acrobat, Word, Power Point,Outlook, Spark, Teams, Trello, LinkedIn, Instagram, Twitter, Facebook, Gif Animator

* Plan, coordinate, and lead the efforts to disseminate information relating to the organization's programs, objectives and functions through print and digital visual expression and strong visual storytelling.
* Manage the agency's publications program, ensuring design consistency throughout ABMC publications, and visual brand guideline adherence.
* Develop, design, and create information material designed to reach national and international audiences on the web and social media through motion graphics, elements for finished video products and elements for virtual reality experiences, and in -print with products, such as booklets, brochures, posters, bookmarks, info-graphics.
* Ensures there’s a high attention to detail, content accuracy and appropriateness; maintains brand adherence and consistency in tone/voice; and items meet quality standards and expectations.
* Collaborates with ABMC program managers worldwide to determine their visual information needs and assists in developing specialized items for different geographic locations.
* Lead and assist in the development of strategic communication plans by considering such items as specific topics or aspects to emphasize, the most effective visual products and mediums to use in communicating with intended audiences, the kind of information various groups want or need.
* Evaluates the impact and effectiveness of communication plans and advises management if efforts should be discontinued, changed to redirect and/or enhance emphasis, or expanded to improve intercommunication between organizations and various audiences through visual design products.

***Valor Fitness***  ***4/2018-3/2020***

**Creative Manager** – Web Master, SEO Specialist, Video and **30 – 40 hrs a week**

Marketing Graphic Designer

**Software Utilized on a Daily Basis:** Photoshop, Illustrator, Indesign, Premiere, Acrobat, Word, 3dcart, Shopify, Outlook, Ableton Live

* Developed, and led redesigned of valorfitness.com
* Visual design and/or layout of project artwork and marketing outreach materials such as flyers, posters, apparel, direct mail, social media, signage, booth layout and design.
* Lead brand identity initiatives, for all digital and print collateral assets.
* Create, maintain and enforce the company brand guidelines in all visual collateral.
* Lead video initiatives, through story boarding, editing, directing, and video shooting.
* Lead project teams to plan, analyze, organize and execute assigned projects.
* Managed all Web, Social Media and Internet Sales analytics through Google Analytics, and 3dcart.
* Managed all SEO analytics through Google Analytics, 3dcart, and Google Console
* Led company to its highest amount of web revenue, and sales in a given month, in a 6 months timeframe.
* Manage all aspects of the website, <https://www.valorfitness.com>
* Lead company website through http transfer over to https
* Led company’s website to most consecutive sales per day in a month time-frame.
* Increased website conversation rate up 1.6% in a five month time-frame (from 0.15%).
* Increased website revenue from 36k to 360k in a one year timeframe.
* Interpreted and improved visual representation of data tables, charts, and processes to make final products are more polished and easy to digest.
* Assisted and supported team members throughout the brainstorming, marketing, sales, and design process.
* Created and developed companies Amazon.com storefront.
* Created and developed product pages "Enhanced Brand Content" for the Amazon platform.
* Generated Amazon.com storefront sales to over 40k in six month time frame.
* Coached and managed a team of 2 designers and 2 content creators.
* Develop and lead in all creative aspects of the Valor Fitness Catalog of which include but not limited to photo editing, page layout, cross department collaboration for content, create content, edit content, and contract management.
* Developed and lead sales and promotional emails through mailchimp.

***Adon Visions LLC.*** (DBA Striking Communications) 11/2014-Present

**Founder and Creative Director (Freelance/Contract Deisgner) 20 – 30 hrs a week**

**Software Utilized on a Daily Basis:** Photoshop, Illustrator, Indesign, Premiere, Acrobat, Word, 3dcart, Shopify, Outlook, Ableton Live, Virtual DJ, Shopify, Squarespace, Facebook, Instagram, Wordpress, Basecamp

* Led company to be awarded as the “#1 Graphic Designer” on Thumbtack.com (2015, 2016 and 2018).
* Create and manage client’s websites and email campaigns through Mailchimp, Wordpress, Dreamwever, Squarespace, 3dCart, HTML, CSS, or other internet applications.
* Provide designs and visual story-telling expertise in support of client activities, including the developing of communications and marketing strategies; planning and developing key presentations; advising on and developing stakeholder management plans, iconography, complex graphic design, and info-graphics.
* Awarded the most “Five Star” customer reviews for graphic design and customer service (2015).
* The successful day-to-day operations of the company, and develop presentations, visual communications for client projects and initiatives, recommending appropriate vehicle(s), demographics, and messaging.
* Managed the company budget, and lead customer projects through participating as a key member of the client strategy teams to gain stakeholder buy-in to effectively execute goals.
* Managed brands and the visual communications of cross-functional projects, and businesses to successful completion with broad team and corporate levels participation.
* Conceptualized, created, designed, and managed the implementation of brand-compliant presentation templates, styles and strategies for a broad range of industries.
* Managed company contract bidding, process management by providing input into the decision- making process for communication strategies and communication plans for client projects.

***Notable Projects***

* **Chaparral Doors (manufacture for Reliabilt Doors at Lowes Hardware store)** – Design product labels, photo editing, photo creation, retouching, compositing and 2D/3D photo integration of doors within an “in-use environment”, clipping/masking, and color-correction for digital/ print advertising and product listings.
* **United Way Worldwide –** Design **NFL / United Way Worldwide** social media partnership digital assets for Super Bowl LII donation drive and ticket give away (Instagram, Twitter, Facebook, and various web banners). Design Human Trafficking conference marketing collateral (Brochure, Program Guide, Way finding signs, Flyers, and Digital assets for APPs, social media, and websites).
* **Thumbtack.com Client Projects -** Consist of a wide variety of projects and priorities of which include but are not limited to: visual identity creation, business cards, digital printing, signage design, presentation collateral, writing and creating SOPs (Standard Operation Procedures), digital assets, website creation, landing pages, multi-page layout, and pre-press design set-up.

***Aquent - United Way Worldwide*** Contract 03/2016 – 6/2017

**Graphic Designer 40 hrs a week**

**Software Utilized on a Daily Basis:** Photoshop, Illustrator, Indesign, Word, Outlook

* Developed and designed the aesthetics, visual design and/or layout of project artwork and marketing outreach materials.
* Led production rebrand for all digital and print collateral assets.
* Maintained and enforced the company brand standards in all visual communications.
* Determined size and arrangement of material and copy per our client brand standards.
* Collaborated with project teams to plan, analyze, organize and execute assigned projects.
* Interpreted and improved visual representation of data tables, charts and processes to make final products more polished and easier to grasp for the end user.
* Assisted and supported team members throughout the brainstorming and design process.

***United Stated Department of Transportation Federal Highway Administration (FHWA)***

**Multi-Media/Visual information Specialist** (Federal position) 05/2003 - 09/2014

**40 – 50 hours a week**

**Software Utilized on a Daily Basis:** Photoshop, Illustrator, Indesign, Premiere, Acrobat, Word, Outlook, Excel, Power Point

* Served as Acting Team Lead and/or Division Chief of seven to twenty employees in the absence of supervisor.
* Served as the lead representative with the Office of Public Affairs.
* Ensured adherence to policy and messaging while working alongside the Office of Public Affairs developing and implementing FHWA's marketing and public outreach communication plans through, web pages, web sites, article development, and workshops.
* Identified and developed creative direction for a variety of mediums, including web graphic development, web pages and websites, print and digital publishing projects, exhibit displays, iconography, graphic layouts for print, and interactive presentations.
* Led and executed cost-saving measures while maintaining quality production standards.
* Led and executed a culture shift plan that included employee to employee recognition.
* Led and served as a contract representative for contracts that utilized contractor specialists and their capabilities in writing, editing, videography, script writing, publication design and distribution, marketing and market research, tradeshow booth development, and web-based communication activities.
* Assisted with the development, conducting, and promoting training across.
* Promoted the communication of emerging issues of national importance to FHWA staff, State, and local partners.
* Assisted staff with the development, documentation, and implementation of a strategic approach for increasing the use of internal and external TPM web sites.
* Conducted market research and marketing assessments to identify customer needs. Assisted staff with the development, and documentation, of protocols on use of communication tools.
* Developed a strategic approach to engage external stakeholders using social media.
* Managed the development of the custom learning opportunities.
* Evaluated existing training in support of the Performance Management competency model.
* Managed short-term projects including developing and monitoring detailed project schedules.
* Served as a member on the technical panels for all training development to ensure continuity between curriculum/learning opportunities.
* Contributed to and help manage website content.
* Provided regular briefings and presentations to TPM
* Provided constructive input and feedback for the continuous improvement of learning opportunities identification and development

***Artware Holdings LLC.*** 08/1999-08/2001

**Litefast Graphic Department Manager 40 – 50 hrs a week**

**Software Utilized on a Daily Basis:** Photoshop, Illustrator, Indesign, Premiere, Acrobat, Word, Outlook, Litefast proprietary software

* + - * Designed, retouched, edited and composed visuals and text for final advertising animated presentations for an innovative technology kiosk.
      * Managed and trained employees, handled website design, print layouts, and marketing materials for tradeshows, direct mail ads, and managing the graphic archives. Company's graphic identity, text editing, and technical writing.

***Major Clients included:*** Caesars Palace, IMAX 3-D ride "Race for Atlantis", Dreamworks (Minority Report" starring Tom Cruise), Deutsch Advertising, Madam Tussad, GELcore, The Rock-N-Roll Hall of Fame, Art @ the Powerhouse, National City, Ohio University, Casio, the Luxor Hotel, and the NBA store.

**Education**

The Cleveland Institute of Art, Cleveland, OH Bachelor's Degree 06/2000

Major: Photography Minor: Multi-Media

Relevant Coursework, Licenses and Certifications: B.F.A.

Federal Highway Administration professional competence:

* Graduate of the 2014 Visionary Leadership Program
* Graduate of the 2012 Mentor Protégé Program
* Graduate of the 2010 Leadership Competencies Certificate Program (L.C.C.P.)