



ADAM GOLDFINE

Graphic Designer • adamgoldfine.com
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Related Skills

Hardware: Macintosh, IBM PCs and compatibles

Graphics and Page

Layout: Adobe InDesign CC, Adobe Photoshop CC, Adobe Illustrator CC, Adobe Acrobat CC, Microsoft Word and PowerPoint, and photo scanning/scanning software

Education

B.A., Imaging and Digital Arts, University of Maryland Baltimore County, Baltimore, MD

Coursework, Computer Graphics, Montgomery College, Rockville, MD

Honors

Hermes Creative Awards, Gold Award, NHLBI 2018 Constituency Reports Brochure, 2019

Palladian Employee of the Month, March 2017

Hermes Creative Awards, Uganda Campaign, 2014

ICF International Services Employee of the Month Award, September 2006

ICF International Customer Service Award, 2006

Best Exhibit Award, Commissioned Corps Exhibit, 2006 APHA conference, Boston, MA

Juried Art Exhibition, Montgomery College, Spring 2004

Juried Art Exhibition, Montgomery College, Winter 1996

Experience

Senior Graphic Designer/Production Artist, Palladian Partners

Silver Spring, MD, 2016-2021

Clients: The Eunice Kennedy Shriver National Institute of Child Health and Human Development (NICHD), Precision Medicine Initiative All of Us Research Program, HHS Million Hearts® initiative, the NIH Office of Research on Women's Health, TriService Nursing Research Program (TSNRP) and multiple other agencies within the U.S. Department of Health and Human Services (HHS), including the Centers for Disease Control and Prevention (CDC), the Food and Drug Administration (FDA), and various Institutes, Centers, and Offices of the National Institutes of Health (NIH).

- For the Precision Medicine Initiative All of Us Research Program, created the layout of their ongoing newsletter and their email newsletter templates. This includes the layouts as well as the search for photos and illustrations, often of highly specialized images. Created complex graphic elements, including multiple types of charts, figures, forms, surveys, and graphs; illustrations and logos for the client's presentations. Design and develop instructional materials, toolkits, training guides, and PowerPoint presentations for the client to create their own presentations using templates I created.
- Worked with the TriService Nursing Research Program (TSNRP) to create promotional products, such as business cards, flyers, lookbooks, mailers, order forms, newsletters, and digital, banner, and print ads. Responsible for the design of the quarterly newsletter and oversaw other contributions to the newsletter. Reviewed the design work for TSNRP contract.
- Worked with Centers for Disease Control and Prevention (CDC), the Food and Drug Administration (FDA), and various Institutes, Centers, and Offices of the National Institutes of Health (NIH) to design advertisements and posters for large-scale promotions targeting diverse audiences and customized the materials with special logos and content for each targeted population. These projects were created for websites, conferences, general audience outreach, and targeted audience promotion. Designed and developed online and print brochures; booklets; fact sheets; newsletters; publications; reports; and biomedical, health, and disease-related graphics, publications, and collateral for web and print. These projects included a series of brochures for NIH's National Heart, Lung, and Blood Institute for questions and answers about the COVID-19 virus, vaccines, and variants.
- Helped develop materials and collateral, including name badges, tent cards, folders, posters, banners, and PowerPoint presentations, for many conferences. These included the Patient-Centered Outcomes Research Institute (PCORI) and for the All of Us Research Program. Collaborated with the Palladian Conference Services department to design ads and posters for large-scale promotions and exhibits.
- Worked collaboratively with other designers, art directors, web developers, videographers, editors, project managers, program directors, and clients.
- Developed instructional materials, toolkits, and training guides for the Palladian Creative Department.
- Developed materials that are Section 508 compliant and worked with the in-house 508 tagging department to ensure a completely compliant product.
- Prepared files for printing and coordinate the printing with various vendors.
- Mentored junior designers on various print products, including print production.

Graphic Designer/Production Artist, ICF International

Rockville, MD, 1998–2015

Clients: Centers for Disease Control and Prevention, Department of Defense (DoD), Environmental Protection Agency, Federal Emergency Management Agency (FEMA), NIH, the Department of Health and Human Services, New Jersey Department of Environmental Protection, Regional Educational Laboratory (REL) Mid-Atlantic, Substance Abuse and Mental Health Services Administration (SAMHSA), U.S. Agency for International Development (USAID), Ameren Missouri, Consumers Energy

- Created and updated promotional products such as toolkits, flyers, mailers, surveys, digital ads and banners, print ads, business cards, order forms, and look books, along with conference materials, including PowerPoint presentations, posters, handouts, badges, table tents, and folders.
- Prepared materials for Government Printing Office production.
- Collaborated with the Web team to develop optimized Web images and animation.
- Served as a key member of the design team for contracts to promote energy efficiency among Consumers Energy, Ameren Missouri, and Entergy Arkansas customers and contractors.
- Applied rebranding treatments to the full suite of HVAC materials for Consumers Energy.
- Created the logo for DoD's Quit Tobacco—Make Everyone Proud, a website to encourage young service members to stop using tobacco products.
- Developed and refined PowerPoint presentations for multiday intensive trainings, presenter and participant guidebooks, and complex graphs and charts for USAID Zambia Communications Support for Health.
- Served as part of a team supporting the National Suicide Prevention Lifeline by developing wallet cards, magnets, PowerPoint presentations, and posters.
- Contributed to a wide range of materials for the National Institute on Deafness and Other Communications Disorders. Updated, revised, and created new fact sheets, in English and Spanish, on topics such as ear infections, deafness, balance, and taste and smell. Maintained the Institute's yearly guide of resources for both print and Web editions.
- Created visual representations of self-help messages for target audiences in support of contracts with DoD and SAMHSA's A Family Guide To Keeping Youth Mentally Healthy & Drug Free.
- Developed and updated Web graphics, exhibits, magazine and newspaper ads, fact sheets, brochures, and posters for the Commissioned Corps.
- Developed a step-by-step instruction guide to aid designers in creating fillable forms. Taught colleagues how to create fillable forms.

