

Adam Edwards

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EDUCATION

Miami University, Oxford, OH

Bachelors of Arts: Emerging Technologies in Business and Design

Minors: Digital Marketing, Photography

PROFESSIONAL EXPERIENCE

Miami University Esports, Oxford, OH.

January 2025 – May 2026

Lead Graphic Designer

- Guided a team of 8 designers through Spring season and playoffs for League of Legends and Valorant.
- Concepted and followed through the completion of the visual rebrand for Miami Esports' identity.
- Utilized Adobe Photoshop, After Effects, and Illustrator to create over 100 social media graphics
- Grew Miami Esports total audience and engagement by 38% from past seasons

BLINK, Cincinnati, OH

August 2024 – October 2024

Art Director and Animator

- Led the initial ideation stage and storyboarding process for Miami University's BLINK building, ensuring alignment with project goals.
- Designed and animated three scenes during the animation process for the United States largest public light and art event show with 2+ million attendees.
- Utilized TouchDesigner and After Effects to package all animated scenes into one cohesive piece

Vistal Studios, Remote

January 2022 – January 2024

Graphic Designer

- Designed branding and identity projects, advertisements, and result digital graphics for 60+ esports organizations and tournaments, which improved clients social media engagement by an average of 77%.

SKILLS

Software

Adobe CC • Photoshop • Illustrator • After Effects • Premiere Pro • InDesign • Lightroom • Figma • Blender • TouchDesigner • HTML & CSS

CERTIFICATIONS

Marketing

January 2025 – Present

Hootsuite Platform Certification • Hootsuite Social Marketing Certification • X Ads Certification • LinkedInMarketing Solutions Fundamentals Certification • Semrush SEO Fundamentals Certification • Semrush AI-Powered Marketer Certification • Google Ads Video Certification