



# JOHN ADSIT

## GRAPHIC DESIGNER

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**HARDING UNIVERSITY**  
B.A. ADVERTISING  
Emphasis on Graphic Design  
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2006-2010

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BRANDING  
ILLUSTRATION  
LETTERING  
LOGO DESIGN  
PACKAGING  
PRINT DESIGN  
PRODUCT GRAPHICS  
SIGNAGE  
TYPE DESIGN  
TYPOGRAPHY  
WEB DESIGN  
UI DESIGN

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**PROFICIENT IN**  
ILLUSTRATOR  
PHOTOSHOP  
INDESIGN  
FONTLAB STUDIO  
KEYNOTE

**COMPETENT IN**  
HTML & CSS  
ACROBAT  
AFTER EFFECTS  
FINAL CUT PRO  
iMOVIE

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**UNDER ARMOUR**  
GRAPHIC DESIGNER, PRODUCT

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**JUNE 2014 - CURRENT**

My first two years with UA were spent designing specifically for footwear and accessories with most of the work centering around logo design and on-product graphics. Occasional side-projects included packaging, print, and presentation design. Since Fall 2016, I've taken on a larger role working primarily on graphics for Training and Outlet apparel, while still tackling some footwear and accessory graphics.

**FREELANCE**  
GRAPHIC DESIGNER

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**MAY 2013 - JUNE 2014**

In the summer of 2013 my wife and I moved to Turin, Italy. During this time, I freelanced with various companies in the U.S. and Italy. Design work varied depending on the project/client and included brand identity design, logo design, website design, iphone app ui design, poster design, print design, infographic design, and more.

**MOS CREATIVE**  
GRAPHIC DESIGNER

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**FEBRUARY 2012 - MAY 2013**

MOS Creative is a small, full-service creative agency located in Columbia, MD. With a wide range of clients & projects, MOS provided a great environment for me to gain experience in many different areas of design, learn from fellow creatives, and hone skills I was passionate about. Primary responsibilities included logo, web, and print design.

**FIDDLEFLY**  
GRAPHIC DESIGNER

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**OCTOBER 2011 - FEBRUARY 2012**

Fiddlefly was a mobile web design company in Columbia, MD that was started by one of MOS Creative's founders. As a designer there, I worked on mobile web design & print design for promotional material before moving to MOS Creative to take on a more comprehensive role.

**MARYLAND SIGNS & GRAPHICS**  
GRAPHIC & PRODUCTION ARTIST

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**JUNE 2010 - OCTOBER 2011**

Maryland Signs & Graphics is a family owned and operated sign shop in Towson, MD. My work there included print, logo, and sign design & production on everything from entire walls and windows to vehicles.