ADAM SPELBRING

Conway, AR – local or remote opportunities only

818.205.5656
adam@avsdesign.com
www.avsdesign.net
www.linkedin.com/in/adamspelbring

SUMMARY

Strategic design and front-end development professional who creates integrated brand and product experiences from discovery to delivery. Particular expertise in building standards compliant, responsive, accessible web sites and clean user experiences that are intuitive, engaging and aligned with a company's greater brand and business strategy.

Serial learner looking for remote or local opportunities that will enable me to apply technical and strategic expertise while expanding knowledge in a progressive environment driven by results, innovation and collaboration.

TECHNICAL EXPERTISE

LANGUAGES	FRAMEWORKS	DESIGN/DEVELOPMENT	PRINT & DIGITAL
HTML5	Twitter Bootstrap	BBEdit
CSS	Columnal	Sketch
PHP Experience	jQuery Experience	Photoshop, Illustrator, InDesign, Dreamweaver
		Acrobat Pro
		Flash
		RazorSQL
		SQLyog
		Transmit FTP, Cyberduck FTP
		JWPLayer, YouTube (video delivery platforms)

CMS	ANALYTICS	PRODUCTIVITY SOFTWARE
WordPress	Google Analytics	Microsoft Office Suite
MySource Matrix	WebTrends	Apple iWork Suite
Omni Update		Google Plus & Documents Suite
Moodle LMS		5PM Project Management
		Sosius Project Management

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PROFESSIONAL EXPERIENCE	

Adam Sperlbring Design (Freelance)   **1997 – Present**
Web Design and Digital Communication

Launched consulting/freelance services to support clients nationwide on web design and development, print design, and technology needs for an integrated, seamless approach to marketing and brand management. Small to medium size business clients ranging from e-commerce, private institutions and artists looking to create or enhance digital and print design/ messaging with modern technology platforms to ensure scalability.

Arkansas Educational Television Network (AETN) | Education   **Dec. 2010 – May 2015**
Division
Web Designer/Developer | Print Designer | Apple Administrator

Responsible for modernizing brand and user experience for the Education Division of AETN, Arkansas's PBS affiliate, serving educators in the state of Arkansas. Brand enhancement was built to maintain Educational Division as a distinct entity while tying seamlessly to overarching AETN brand.

- Led rebrand strategy and design for education division across all public facing sites, the internal educator learning management system and print deliverables.
    - 4 websites modernized for responsive, mobile first design
    - Tracked web analytics (Google Analytics) for user experience and engagement with consistent reporting to management.
    - Two-time lead designer for the 200-page course catalog distributed to thousands of educators and administrators through the state (digital and print)
    - Managed hundreds of professional development videos from these sites.
- Served as Apple Product Administrator, educating Arkansas's K-12 teachers, administrators and the AETN Educational Department on how to best leverage Apple technology for elevating education experiences to their students. Deployed and maintained more than 60 Macs and 40 iOS Devices for the AETN Educational Division.

Pepperdine University | University Communications   **July 1997 – Dec. 2010**
Web Designer/Developer

Responsible for creating design and overall functionality of websites for Pepperdine University, including the digital presence for the University's expanding Communication Division.

- Led all HTML, CSS and CMS development
- Helped build cross functional teams of graphic designers, engineers and marketing heads for website design and strategy.
- Helped drive strategy, client discovery, design concepts and finalization web development, supplemental design work, social media, SEO and site analytics for the majority of website projects.
- Lead for all computer hardware and software needs/support for Communications Department, maintaining more than 20 Macs, multiple PCs and Max OS X server.

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EDUCATION	
**Pepperdine University, Malibu CA	English**	**2007**
Simi Valley Continuing Education, Simi Valley CA Graphic Design & Desktop Publishing	**1997**
Moorpark College, Moorpark, CA Liberal arts, graphic/technical design, and psychology.	**1989-1991**
**Lynda.com	Certifications in Programming & Design**	**2011 – Present**

Programming Principles | PHP | Responsive Web Design | Drupal | Reporting & Visualizating Data | Javascript | HTML | SQL | Typographic Principles | Creating & Editing Custom Themes | Moodle | XCode