



TYRELL ADAMSON

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EDUCATION

**New England School
of Art & Design
at Suffolk University** | Boston, MA
Masters of Art — Graphic Design
Graduated: September 2010
GPA: 3.6
Excellence in Design Award

Newbury College | Brookline, MA
B.S. Degree — Computer Science
Graduated: May 2007
GPA : 3.85
Class Rank: 1
Presidential Scholar Award Recipient
(*College Equivalent of Valedictorian*)

SKILLS

Mac & Windows
Adobe Creative Suite
HTML & CSS
Print Design
Web & Mobile Design
Infographic Design
Presentation Design
Branding
Photography
Typography
MS Office Suite
Some limited experience with
jQuery & Java Script

EXPERIENCE

Senior Promotions Designer | Lead Graphic Designer

Boston Herald | Boston, MA
May 2011 - Present

Lead designer and art director of all promotional and branding collateral for the Boston Herald. Worked along side the VP of Promotions and Marketing to art direct various campaigns, presentations, and special events. Other responsibilities included: leading a small multidisciplinary team to design the yearly media kit, sales support materials, promotional goods, and in-House ads for both digital and print platforms.

Graphic & Package Designer

Hasbro Inc | Pawtucket, RI
November 2010 - May 2011

Created and designed package graphics and die-lines for multiple Playskool brands while adhering to strict style guides, image editing, and constructing package mockups. Assisted in art direction on off-site photo shoots and contributing to product development teams.

Freelance Graphic Designer

The Lyon's Group | Boston, MA
August 2009 - November 2012

Designer of print & online advertisements while following brand style guidelines. Designed marketing media kits, brochures, menu design, promotional flyers, gift cards, photo retouching, and marketing Power-point presentations.

Branding & Graphic Design Intern

Outlaw Media | Cambridge, MA
August 2010 - December 2010

Created and designed print ads, web ads & banners, product labels, twitter and You tube page backgrounds, website development, promotional flyers and assisted with product development.