Carol A. Adelman
Petaluma, California
415.272.3979
caroladelmandesign@gmail.com

SUMMARY

Senior level designer with extensive experience working for clients like Williams-Sonoma, Point Reyes Farmstead Cheese Company, Tomales Bay Foods, Green Music Center, American AgCredit, AG + Open Space, Sonoma Valley Vintners and Growers, EcoTensil, Sonoma State University, Keegan and Coppin, Ygrene Energy Fund

My full range of capabilities include:

Brand Identity/Style Guides	Web Design	Landing Pages
Illustration	Package Design	Data Visualization
Animated Gifs	Presentations	Marketing Collateral
Social Media Campaigns	Email Campaigns	Event Graphics
UX Design	Ecommerce Sites	

Industry Experience: My most recent work was a 2yr contract rebranding One Love Foundation, a relationship education company in New York. I designed, illustrated, and established a new brand for their website, social media campaigns, presentations, marketing, education/training event materials, and fundraising event graphics.

Prior to that I worked for 5yrs at The Idea Cooperative, a marketing and design agency in Northern California, for a range of clients in the following industries:

Specialty Food	Entertainment	Real Estate
Finance	Education	Wine Industry
Land Preservation	Energy	Insurance

PROFESSIONAL EXPERIENCE

3/2021– 6/2023 (remote)
One Love Foundation, Bronxville, NY
A national non-profit organization with the goal of ending relationship abuse
Senior Visual Designer
• Company Rebrand & Style Guide
• Presentations
• Web & UX Design
• Social Media Design Assets
• Educational Material
• Fundraising Event Signage and Marketing
• Illustration for Web, Animated gifs, Collateral
• Logo design for business divisions

3/2016 – 2021
The Idea Cooperative Petaluma, CA
Marketing and Design Agency
Senior Visual Designer
• Retail package design and production
• Illustration
• Email, landing page, and website design
• Presentation design
• Data visualization
• B2C and B2B marketing and branding
• UX and SEO
• Logo design

- Photo retouch
- Brand Style Guides
- Design for ecommerce sites
- Signage design for retail and events
- Print production/press checks

Clients Include: Point Reyes Farmstead Cheese Company, Tomales Bay Foods, Green Music Center, American AgCredit, AG + Open Space, Sonoma Valley Vintners and Growers, EcoTensil, Sonoma State University, Keegan and Coppin, Ygrene Energy Fund

2/2014-12/2016
Williams-Sonoma, San Francisco, CA
Contract with Jennifer Morla Design
Senior Designer

- Retail catalog design for *Mark and Graham* (a division of WS)
- Worked cross-functionally with client, writers, photographers, stylists, producers, color house and printer
- Production design and asset manager
- Kept multiple deliverables on schedule (12 catalogs/year)

Freelance Contract Work in San Francisco prior to 2014:

Venture Strategy Group/Will Rosenzweig, San Francisco, CA
Conference Designer
Designed marketing, branding, collateral, and signage for two consecutive years for Build Brand Value Conference featuring CEO's and top executive speakers from the following companies: Disney, Starbucks, Whole Foods, Primo Angeli, and Odwalla, to name a few.

- Conference signage
- Designed "Brandy" award
- Conference marketing collateral

Clark Creative Group, San Francisco, CA
Graphic Designer

- Design and marketing for clients including San Francisco Symphony, San Francisco Ballet, Oracle, and Stanford University
- Wine label design
- Book design for Dummies Book Series
- Branding and logo design

Heiney and Craig, San Francisco, CA
Graphic Designer
Annual report and data visualization design
Clients included: ADAC, Cell Genesys, Connetics, Longs Drugs, Quantum, Symphonix

INTERESTS
Letterpress Printing and Printmaking, Illustration, and Rowing Crew

EDUCATION
UC San Diego UX Web Design Certificate Program (will complete in Summer 2024)
Bachelor of Fine Arts, Art Center College of Design, graduated with distinction
Bachelor of Arts, California State University, Northridge