

adam gierhart

DIGITAL CREATIVE LEADER



Creative leader with 10+ years of experience in user interface/user experience (UI/UX) design, front-end development, video production, search engine optimization (SEO), web accessibility, and team leadership. Skilled in driving brand strategy, delivering cross-channel design solutions. Experienced in mentoring creative teams and aligning digital strategy with business goals.

www.GierhartDesign.com | 815-718-0615 | adam.gierhart@gmail.com

SKILLS

DESIGN: Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, UI/UX

WEB: HTML5, CSS3, JavaScript, SEO, Responsive Web Design, Web Accessibility, Digital & Content Strategy, Visual Studio, Wordpress, Sitefinity (Progress)

MARKETING TOOLS: Workfront, Mailchimp, ChatGPT, Salesforce

LEADERSHIP: Creative Direction, Team Mentorship, Stakeholder Collaboration, Project & Vendor Management, Board of Directors Experience

EDUCATION

BACHELOR'S: Interactive Media Studies (Graphic Arts) & Sociology

MINOR: English

North Central College, Naperville, IL

CERTIFICATIONS

FAA Remote Pilot Certificate (Part 107 License)

PROFESSIONAL EXPERIENCE

CREATIVE PRODUCTION SUPERVISOR

Illinois Mutual Life Insurance Company — Peoria, IL | 01/2024 - Current

- Drive the creative vision for Illinois Mutual, managing the Company's brand assets across digital, web, video, and print.
- Lead and mentor the Creative Team to deliver UI/UX, front-end web development, video production and editing, photography, email marketing, animation and graphic design assets.
- Manage vendor relationships and collaborate with internal stakeholders to develop marketing and digital initiatives.

CREATIVE SUPERVISOR

Illinois Mutual Life Insurance Company — Peoria, IL | 01/2022 - 01/2024

- Supervised and developed the Creative Team and vendor relationships across web, graphic design, photography and video production.
- Oversaw UI/UX, graphic design, video production and editing, animation, and marketing campaign production for digital and print collateral.

SENIOR WEB & GRAPHIC DESIGNER

Illinois Mutual Life Insurance Company — Peoria, IL | 02/2018 - 01/2022

- Lead designer in developing creative assets for digital, video, animation, photography, web, and print.
- Managed UI/UX design, email marketing, project management, and presentation development.

WEB & GRAPHIC DESIGNER

Illinois Mutual Life Insurance Company — Peoria, IL | 09/2013 - 02/2018

- Designed and developed marketing collateral including websites, print, video, and animation-based projects, including vendor management.

GRAPHIC DESIGNER / NEW MEDIA MANAGER

Peoria Area Convention and Visitors Bureau — Peoria, IL | 06/2011 - 09/2013

- Coordinated and designed marketing collateral and campaigns across print, web, video and digital mediums.
- Managed website, social media, and external vendor partnerships.

GRAPHIC DESIGN ASSISTANT

North Central College — Naperville, IL | 09/2007 - 06/2011

- Designed in-house marketing pieces for advertisements, displays, and digital collateral.