ISABELLA ADAMS

FREELANCE GRAPHIC DESIGNER

CONTACT

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New York, NY 📍

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EDUCATION

Bachelor of Fine Arts
Digital Media Design
New York University
2016 - 2020
New York, NY

SKILLS

Adobe Photoshop
Wacom Intuos Pro
Coolors
DaFont
CorelDRAW
Photopea

WORK EXPERIENCE

Freelance Graphics Designer

Fiverr

2020 - current / Remote

- Utilized Adobe Photoshop to retouch and enhance product images, resulting in a 33% increase in click-through rates for e-commerce clients.
- Leveraged Coolors to develop visually appealing color schemes that boosted brand recognition and improved user engagement by 17%.
- Collaborated with cross-functional teams to conceptualize and execute marketing campaigns, leading to a 14% increase in website traffic and 28% growth in social media followers.
- Managed multiple projects simultaneously, ensuring a *12-hour reduction in project turnaround times* while maintaining high-quality standards.

PROJECTS

PixelsPerception

Researcher

2019

- Led a groundbreaking research project to explore the transformation of digital pixels into visual perception and its implications for design.
- Achieved a 24% improvement in project efficiency by optimizing workflow through the use of Wacom Intuos Pro.
- Utilized CorelDRAW software to create innovative visual representations of pixel transformations.
- Conducted in-depth user testing and analysis, resulting in a *12% increase in user engagement with visual content*.

DigitalCanvas

Presenter

2018

- Spearheaded a project exploring the integration of digital art in advertising campaigns with a potential to increase user engagement by 21%.
- Tapped DaFont to source unique fonts, making sure the project was unique and easy to trademark for future use.
- Employed Photopea to craft eye-catching visuals for the presentations, resulting in a 15% increase in successful pitches.
- Convinced a local small business to adopt the project's visually appealing marketing materials that contributed to a *12% growth in client acquisition*.