

# ADAM DEXTER

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## EDUCATION

College Of Arts and Sciences, **American University**, Washington, DC, May 2010  
Bachelor of Arts, Interdisciplinary Studies: **New Media Business**  
Cumulative Major GPA **3.60/4.00**

## EXPERIENCE

### *Instructor*

**Boston University**, Washington, DC June 2010—Present  
<http://bu.edu> || <http://cdiabu.com>

- Teach Graphic Design and Web Design classes to full and part-time students.

### *Head of Creative and Partner*

**Imaginary Feet**, Bethesda, MD May 2009—Present  
<http://imaginaryfeet.com> || <http://pagelime.com>

- Plan and design user experience (UX/UI) for projects including web apps, Facebook and iPhone applications.
- Engage in business product/service research and development, partnerships and decision making.
- Act as creative director for company campaigns, documentation, promotions and advertisements.

### *Entrepreneur/Designer/Photographer/Sole Proprietor*

**Adam Dexter**, Boston, MA/Washington, DC November 2003—Present  
<http://adamdexter.net> || <http://krop.com/adamdexter> || <http://adamdexterphotography.com>

- Consult on matters of business development, branding, design, IT, social media, and project resource allocation.
- Design and execute media solutions for clients ranging from individuals to large international businesses.

### *Media Board Chair*

**American University**, Washington, DC April 2009—May 2010  
<http://American.edu>

- Organized and facilitated the operations of the 6 campus media organizations.
- Responsible for budget and fund allocations, directly oversaw the allocation of over \$150,000 per annum.

### *Senior Designer and "Ninja"*

**JESS3**, Washington, DC January 2009—March 2010  
<http://JESS3.com>

- Managed resources for design, branding, technical, interactive and new media needs of JESS3 clients.
- Researched and executed creative on projects.

### *Mac Specialist and Apple Camp Director*

**Apple Inc.**, Peabody, MA || Bethesda, MD February 2006—January 2008  
<http://apple.com/retail/northshore>

- Selected to create training documents on better selling techniques for store employees, lead training sessions.
- Educated customers as a Trainer in the OneToOne program as well as in a group workshop/lecture setting.
- Chosen to lead and direct "Apple Camp" two years running, asked to return and direct third.

### *Regional Campus Manager and Head Photographer*

**TSS Media, LLC** September 2006—May 2007

- Represented TSS Media across the DC metro area, over 5 campuses.
- Hired, managed and directed additional staff on an as needed, contract basis.
- Designed, organized, and oversaw events, promotions and photo shoots.
- Restructured financial appropriation to more effectively and efficiently reach goals while motivating employees.
- Lead region to the top three ranking operating regions over six regions.

## SELECTED AWARDS AND RECOGNITION

- 2009 John R. Bowden Jr. Memorial Scholarship Recipient
- 2009 Winner of DCist EXPOSED Photo Contest (1 of 45 out of 800 submissions)
- 2009 Exhibited at 2009 Pingyao China International Photography Festival (Juried, 2 of 100 out of 450 submissions)

## TECHNICAL SKILLS

**Web Development**—CSS, HTML, JS, XML, PHP, MySQL, AJAX, Flash, Wordpress, Expression Engine, SEO

**Software**—Photoshop CS5, InDesign, Illustrator, Dreamweaver CS4, Flash, Final Cut Pro, Protools LE/HD 7+8, Apple Aperture 2, PhotoMechanic, MS Office, Google Apps

**Hardware and IT**—Windows 95/98/XP/Vista/7, Apple OS 9/X+, Network/WLAN/LAN setup/administration/troubleshooting, RAID management, system building, upgrades, repairs, component replacement