

# Doué Adler

GRAPHIC DESIGNER/WEB/MULTIMEDIA/CREATIVE DIRECTOR

Los Angeles, CA

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323-472-0148 mobile

Graphic Designer, Creative Director, Media Creator and Storyboard Artist/ Illustrator who conceptualizes and produces online, TV and print designs. Clients include: Pfizer, Goodrich, HBO, Grey Worldwide, NBC, Saatchi & Saatchi, Pepsico, PBS, MTV, Saks Fifth Ave, BAE and Warner Brothers. Los Angeles based designer using broad skill set that facilitates any project requirements.

## Senior Graphic Designer/ Multimedia

LRN

Los Angeles

Feb 2006 - May 2010

- Designed and created original graphics based on eBay style guides and produced Interactive Code of Conduct PDF for eBay.
- Conceptualized, designed, and produced graphics and multimedia for web-based educational solutions for Fortune 500 clients, ultimately resulting in 100% company and client satisfaction.
- Collaborated with instructional designers, writers, editors, translators, content publishers, project managers, and subject-matter experts to deliver top quality products on time.
- Responsible for video editing, graphics, audio and any color issues or adjustments of raw footage. Eliminated need to outsource work, saving company valuable time and assets in the process.
- Designed and produced custom course manuals, clarifying the LRN production process for clients to ease confusion and simplify the collaboration process. Resulted in customer satisfaction. Documented LRN processes for new employees.
- Produced new products, e.g., LRN TV, a new web-based concept to help raise the company's online profile.
- Designed both online and hard-copy creative services projects according to clients' branding specifications and design guidelines. Projects included code of conduct design and experiential learning products.
- Designed LRN's Intranet home page; collaborated with the IT department head and office of the CEO.
- Transitioned and absorbed workload of former senior designer, while maintaining the highest standards for graphics and on-time video delivery for courses without interruption in production.
- Drove the transition of content development to Mumbai-based design team, resulting in reduced costs. Supervised Mumbai designers.
- Led digital asset management project to increase efficient use of content assets for London, India, and Los Angeles offices.

- Lead an intra-company green initiative, including branding and design of program collateral for display in all company offices.

Created design standards, including logo design. Increased awareness of environmentally responsible workplace practices.

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Graphic Designer

## Cherry On Top

Los Angeles  
- Present

Created and collaborated with photographer Deborah Anderson to create original pattern designs for retail products for Andrew Martin stores world wide.

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Graphic Designer

## NICO NETWORK

Los Angeles

Created client presentation deck: Namco, Virgin, 20th C. Fox, Bentley, Vespa, Microsoft.

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Freelance Graphic Designer

## NEURON SYNDICATE, INC.

Los Angeles, CA

Created original theatrical one-sheets and designed DVD and booklet layouts for Warner Brothers.

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Freelance Graphic Designer

## FORM

Los Angeles, CA

Production graphic designer for SunCom TV commercial—created storefront graphics on Universal backlot and motion graphic sequence for hero shot.

## DIGITALKITCHEN

Created Storyboard designs for HBO, FOX, PBS, Washington Post, GroupHealth, Bellevue Art Museum, Procter & Gamble and AT&T.

AfterEffects production on mobile phone TV campaign. Improved archiving system to decrease search time and improve productivity while securing storage of vital files. Facilitated problem-solving of computer systems for producers and office personnel, increasing efficiency by eliminating wait time. Created and designed web pages and logos for company website and PowerPoint presentations, enhancing company's profile.

### Skills

## Skills

- ADOBE CREATIVE SUITE CS5:  
PHOTOSHOP/ILLUSTRATOR/INDESIGN/FLASH/DREAMWEAVER/FIREWORKS
- MS OFFICE: POWERPOINT/ENTOURAGE
- EXTENSIS PORTFOLIO
- KEYNOTE
- CANTO CUMULUS
- AFTEREFFECTS
- FINAL CUT PRO
- QUICK TIME PRO
- SORENSON SQUEEZE

### Membership

AIGA Member no.203459