

Adam Donshik

CREATIVE • ART DIRECTOR + WEB • GRAPHIC DESIGNER + VISUAL STORYTELLER

Innovative, results-driven Creative Director with a strong track record shaping design, branding, and marketing strategies across cybersecurity, technology, and professional services. Skilled at translating complex technical concepts into clear, compelling visuals that resonate with both enterprise and consumer audiences. An experienced leader known for guiding cross-functional teams, elevating digital experiences, and ensuring consistent, high-impact brand expression across all touchpoints. Combines decades of hands-on design expertise with modern AI-driven ideation and generative tools to accelerate concept development and enhance creative decision-making.

Celerium

DEC 2019 - PRESENT

CREATIVE DIRECTOR

Cybersecurity company providing device-free detection and containment solutions with minimal IT effort

- Develop all visual assets for in-product use, sales enablement, and marketing campaigns, ensuring brand cohesion
- Design and implement all branded materials for in-person cybersecurity conferences and virtual webinars
- Manage the asset production for product videos, maintaining a consistent visual and messaging strategy
- Partner closely with the CMO and Marketing Director to align creative efforts with business objectives
- Partner with the Marketing Director to ideate and iterate awareness campaign strategy & website content
- Assist the Marketing Manager with concepting social and online campaign creative assets
- Led a complete brand transformation, overseeing all creative strategy, design execution, and marketing collateral
- Directed a third-party team in redesigning the company website, improving user experience and engagement
- Facilitated the creation of digital course material for the enablement team's numerous courses

Security Token Academy

MAR 2018 - DEC 2019

SENIOR DESIGNER / DESIGN DIRECTOR

Marketing and website design lead for Blockchain-backed investment education

- Led creative direction for all event branding, digital assets, and promotional materials
- Collaborated with third-party developers to optimize website design and enhance user engagement
- Managed and mentored a team of marketing professionals in content creation, ad design, and print collateral
- Owned all website updates, page creation, and visual design elements

PJ Media

AUG 2008 - MAR 2018

ART DIRECTOR / UX/UI & GRAPHIC DESIGNER

Website & collateral ideation, implementation, and fabrication for a digital media company

- Collaborated with third-party developers to optimize website design and enhance user engagement
- Communicated with third-party designers in the redesign of the company brand
- Developed and implemented custom site pages to create a more effective and enjoyable user experience
- Created and owned numerous media personality brands within the PJTV (online video production) and PJ MEDIA (written content ecosphere)
- Developed and implemented all video display assets for the numerous shows produced by PJTV.
- Formatted and created the key art of numerous digital books for PJ Media writers & personalities.

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Little Men
Roaring[®], LLC
DEC 2017 - PRESENT

CO-FOUNDER & FRACTIONAL CREATIVE/ART DIRECTOR FOR HIRE

Digital, print and web design, product branding, SEO, content creation and marketing strategy for SMBs

- Consult on branding, web design, and marketing strategy for clients across legal, higher education, entertainment, and professional service industries. Highlights include:
 - ✓ Directed book design, typesetting, and supporting collateral for a bespoke publishing company, bringing multiple titles to market
 - ✓ For 6+ years created infographic, brochures, and assorted collateral for a higher education marketing department
 - ✓ Produced and edited a 12-episode online TV series and event videos for an emerging inspirational speaker
 - ✓ Led a workplace safety and ergonomic company's full rebrand crafting a modern, professional identity across digital and print channels
 - ✓ Designed and managed marketing materials for industry events, boosting engagement with target audiences
 - ✓ Oversaw and contributed to the UX/UI design of a healthcare-focused app, improving usability and accessibility
 - ✓ Produced, scripted, and edited promotional and product videos, enhancing brand storytelling
 - ✓ Filmed, edited, and created the course material for a multi-episode online marketing course

Skills & Expertise

- **Creative Leadership:** Brand Strategy, Art Direction, Marketing Design, UX/UI, Product Design
- **Technical Expertise:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, Premiere, Audition), HTML & CSS
- **Web & Digital Tools:** WordPress, HubSpot, Wix, Squarespace, Kajabi, Thinkific, Mailchimp
- **Storytelling & Communication:** Executive Presentations, Public Speaking, Video Production
- **Project Management:** Cross-Functional Team Leadership, Vendor Management
- **Unique Advantage:** A background as a professional actor in commercials, television, and film enhances my ability to craft compelling narratives, captivate audiences, and present complex ideas with clarity and persuasion—essential skills for leading creative teams and engaging stakeholders at all levels

Education

- **MFA, Classical Acting** - Shakespeare Theatre's Academy for Classical Acting at The George Washington University, Washington, DC
- **BFA, Acting | Minor: Psychology** - Carnegie Mellon University, Pittsburgh, PA