

ADAM BENDER

ART DIRECTION
BRAND SYSTEMS
CAMPAIGN CREATIVE

CONTACT

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adambendercreative.com

EDUCATION

University of Colorado Boulder
2019-2021

B.S. Strategic Communication, summa cum laude
3.9 GPA
Minor in Business

Butler University
2017-2018

Digital Media Production coursework,
Honors Program

CAPABILITIES

Brand systems and design operations
Campaign conceptualizing and art direction
Creative leadership and team direction
Environmental and live-event design
Photography and athlete direction
Adobe Creative Suite
After Effects, Premiere Pro
Figma: variables, component sets, breakpoints
AI-assisted production and build: Nano Banana Pro, Adobe Generative Fill, Claude Code
Kanban workflows (Smartsheet, Airtable)

RECOGNITION

Undergraduate thesis on student athlete personal branding and name, image, and likeness legislation.
Published in CU Scholar, 2021
Transfer of Excellence Scholarship, CU Boulder
Student Support Services Academic Award, Colorado Athletics

Brand and campaign work for teams and companies that would rather find the story than invent one. I lead creative direction across a 22-sport athletics program and manage a team of three designers.

EXPERIENCE

University of Washington Athletics

Senior Graphic Designer

JANUARY 2024 - PRESENT

- Lead creative direction and visual identity across a 22-sport Big Ten athletics program, spanning social, print, broadcast, environmental, and licensed retail
- Built and maintain the Creative Cloud brand system behind Washington's move into the Big Ten, including asset libraries, guidelines, and templates adopted across the creative team
- Direct and mentor three designers, setting quality standards and reviewing output across every sport
- Art directed Forever 10, the Kelsey Plum jersey retirement campaign. 867,852 impressions across tracked posts, a full-page *Seattle Times* takeover and a sold-out arena of 9,294
- Partner with UW corporate sponsors, marketing and communications leads, and serve as vendor liaison on large-scale environmental builds

Purdue University Athletics

Assistant Director of Creative Services, Graphic Design

JULY 2022 - DECEMBER 2023

- Led creative direction for women's basketball and volleyball, including a full-season identity and logo animation
- Built templates with the senior designer to hold visual consistency across every sport
- Designed the Baha Mar Hoops Championship campaign for women's basketball, from announcement through the tournament
- Designed football season-ticket campaigns across digital ads, billboards, and email

Mississippi State Athletics

Assistant Director of Creative Design

JUNE 2021 - JUNE 2022

- Lead designer for men's basketball, soccer, and softball across social, print, and promotional work
- Directed photography and athlete sessions translating each sport's story into campaign imagery
- Built sport-specific identities underneath the department's master brand
- Live in-game and postgame design for men's basketball home games and softball super regionals

University of Colorado Athletics

Graphic Design Intern, Men's Basketball

APRIL 2019 - MAY 2021

- Lead designer for social and recruiting assets under the creative director, senior designer, and men's basketball coaching staff
- Live in-game and postgame design for all home games

CU Independent

Sports Editor and Staff Writer

FEBRUARY 2019 - APRIL 2021

- Managed journalism coverage of Colorado Athletics with a co-editor, leading a team of staff writers
- Wrote features and event coverage across football, basketball, soccer, volleyball, and lacrosse