

# ADAM WOLF

Graphic Designer · Brand & Visual Communications · Multimedia

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## SUMMARY

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Graphic designer with 10+ years at Indiana University producing brand-aligned visual content across digital and print — sales and leadership presentations, course and web banners, infographics, and templated asset systems. I work within the IU brand system, designing and maintaining departmental logos, presentation templates, and asset libraries that keep output consistent and scalable across channels. Comfortable owning a project from creative brief to press-ready file, and an early, fluent adopter of AI tools for ideation and production. I'm known for turning complex, technical material into clear, compelling visuals.

## EXPERIENCE

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### Principal Graphic Designer

2018 – Present

Teaching & Learning Technologies, Indiana University

- **Brand-aligned design across channels:** presentations, course and web banners, infographics, and templated asset systems for university audiences — produced within IU brand guidelines and WCAG accessibility standards.
- **Marketing & sales collateral:** created the sales presentation used to land the first external university client for QuickCheck, a Canvas formative-assessment tool built by the team — turning an internal product into a marketable pitch.
- **Templated, component-based systems:** built the reusable card and banner system, custom process infographics, and supporting graphics for the Indiana Law Enforcement Academy In-Service Training course series on IU Expand (2022 – present).
- **Program identity & promotion:** produced the visual identity for Career EDGE, IU's undergraduate career-readiness program — promotional banners, the IU Expand course card, and a narrated animated explainer (2018 – 2023).
- **Brand stewardship:** designed and maintain the department's brand assets — logos, templates, and an organized asset library — applied consistently across the team's work.
- **Executive communications:** design leadership and executive presentations that communicate the department's impact and value to university leadership and VPs.
- **AI tooling & evaluation:** build custom AI agents to speed up and standardize production (character-consistency and photo-to-line-art agents), and evaluate emerging AI tools for the team — including a competitive analysis of AI video-avatar platforms — advising on fit, licensing, and commercial safety.
- **Motion, video & technical illustration:** produce explainer video end to end (script to voiceover to edit in Premiere Pro), and recreate complex scientific and medical diagrams in Illustrator from subject-matter-expert references.
- Manage multiple concurrent projects under shifting deadlines; mentor designers and lead workshops on design, accessibility, and AI tools.

### Adjunct Faculty / Tech & Career Coach

2025 – Present

Ivy Tech Community College

- Coach adult learners in CompTIA IT Fundamentals, emphasizing real-world application, career readiness, and communication.
- Mentor students on professional branding — résumés, LinkedIn, interviewing — and model diverse technology career pathways from personal experience.

### Computer Support Specialist

2017 – 2018

IU College of Arts & Sciences IT Office

- Delivered Tier 2 desktop support for 3,500+ devices across 86 academic departments in Windows and Mac environments.

## PC Support Specialist / Facility Administrator

2008 – 2017

Applied Logistics Services, Inc.

- Provided IT support for staff and subcontractors on Department of Defense contracts; designed and maintained internal/external websites, logos, print materials, and manuals.

## UX Research & Design Intern

2017

Raven Bot Project, IU School of Informatics

- Designed and tested human-robot interaction interfaces; winner, 2017 HRI Conference Student Design Competition (Vienna, Austria).

## EDUCATION

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**M.S., Human-Computer Interaction Design — Indiana University, Bloomington · 2022**

**B.S., Informatics (Minor: Human-Centered Computing) — Indiana University, Bloomington · 2018 · Osher Scholar**

Completed IU's Gen AI 101 and related GenAI courses (2024).

## PROFESSIONAL SERVICE

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Member, GenAI Planning Committee — IU TLT (2024 – Present)

Lead Evaluator, Canvas Studio Resource Audit — IU TLT (2024)

Contributor, Instructional Design Community of Practice — IU (2024 – Present)

## SELECTED PRESENTATIONS

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- Mastering GenAI Tools with Adobe Express and Firefly — 2025 Statewide IT Conference (also presented at the IU Instructional Design CoP and GenAI events).
- Design for Learners: UX & Learning Experience Design in the Cystic Fibrosis Course Series — Indiana University.
- Multimedia Mastery: Crafting Compelling Content Beyond Text — 2023 IU Online Conference.

## SKILLS & TOOLS

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**Design & Motion:** Illustrator, Photoshop, Premiere Pro, After Effects, Adobe Express; Figma, Canva, PowerPoint

**Brand & Production:** IU brand systems, templated / component-based design, asset libraries, print production & press-ready files, accessibility (WCAG 2.1)

**AI Tools:** Adobe Firefly, ChatGPT (incl. custom agents), Gemini, Midjourney, Copilot, NotebookLM — for ideation, prototyping, and production acceleration

**Web & CMS:** HTML/CSS, WordPress, Canvas LMS

**Collaboration & PM:** Wrike, Teams, Slack, Google Workspace, Outlook