


Jacob McAdam

Visual Designer & Website Developer

7072933949 · jacobrmcadam@gmail.com · jacobrmcadam.com

   @jacobrmcadam

Oakland, CA · San Francisco, CA

Profile

My skill-set spans both visual design and website development. Beyond this, my most praised abilities lie within **communication**, **leadership**, and **strategic-thinking**.

Nothing is more attractive to me than **creating** something—I get lost in it. With the right combination of planning, **training**, and **collaboration** I'm able to **manage** teams with successful outcomes. I'm always sharpening the tools in my belt by **challenging** myself with new projects just outside my comfort zone.

Design is a process of **understanding**—and I wish to understand the world around me.

Education, Certification, & Training

- **Bachelor of Science** in Visual Communication Design
San Francisco State University · May 2018
- Website Design **Certification**
Santa Rosa Junior College · May 2015
- HTML Web Content Developer **Certification**
Santa Rosa Junior College · December 2014

Lead Designer & Director of Website Development

OptiRev, LLC | *June 2018–current*

- **Lead** and **direct** design projects. **Design** and develop assets for clients, internal marketing and **branding initiatives**. Research and develop a company-wide **visual standard**.
- **Lead** and **direct** the web team. Manage website projects, web service deliverables, **research** and development.
- Establish and maintain **client relationships**.
- Aid executive team with internal operations, employee and client on/off-boarding processes, **project management**, and related administrative tasks where needed.

Industry Knowledge

- Graphic & Print Design
- Brand Identity & Logo Design
- Information & Infographic Design
- Design Research
- Website Design
- UX/UI Design
- Website Development
- Responsive Design & Development
- Search Engine Optimization
- Social Media & Email Marketing
- Copywriting
- Technical Writing
- Project Management
- Business Operations
- Leadership

Tools & Technologies

Adobe Creative Software

- Photoshop
- Illustrator
- InDesign
- XD
- Acrobat


CMS & Frameworks

- WordPress
- MaterializeCSS
- Bootstrap

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Graphic Designer

SFSU Design Working Group | January–May 2018

- Participated in group critiques and collaborative design processes.
- Corresponded with clients and helped facilitate project management.
- Worked on projects involving poster design, signage design, and editorial design.

Visual Designer & Website Specialist

Soiland, Inc. | April 2015–current

- Designed, developed, and deployed a series of WordPress websites for all sister companies. Each website was **interconnected with a parent-child theme system** and **individually branded**.
- Enhanced the consistency of company **branding** and marketing assets by improving designs for business cards & email signatures.

Web Team Manager

OptiRev, LLC | January–August 2016 (8 months, then promoted)

- Review employee tasks and hours to properly **distribute workload** to stay within a specified work-scope.
- **Communicate with clients** to keep business relationships healthy and affluent.
- Initiate, develop, and implement various web services: CMS Maintenance, **OnPage SEO**, **OffPage SEO**, & **SEM Research**.
- Sustain a **lead role** for all website development projects, while fulfilling additional roles such as **content developer**, **web developer**, or **tester**. Prepared website content and media for deployment of new websites.
- Develop WordPress themes using **PHP**, **HTML**, **CSS**, **JavaScript**, **jQuery**, **Bootstrap** & third-party software.

Tools & Technologies

Coding & Programming

- HTML, HTML5, XML
- CSS, CSS3
- PHP
- JavaScript, jQuery

SEO Concepts & Tools

- Google Analytics
- Google Tag Manager
- Search Console
- Bing Webmaster Tools
- SEMrush
- Metadata
- Schema
- Link Building
- User Conversions

Versioning

- Git
- GitHub, GitLab
- SourceTree
- SVN

Marketing Platforms

- MailChimp
- Buffer

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Web Developer

OptiRev, LLC | June–December 2016 (6 months, then promoted)

- Provide routine optimization of website content and utilize tools such as **Google Analytics**, **Google Search Console**, **PageSpeed Insights**, or **Bing Webmaster Tools** to increase user sessions and conversions.
- Suggest and assist with the development of quality website content and **user experience**. Suggest improvements to marketing campaign or changes to client website dependent on **user data**.
- Design and/or develop mobile-friendly email templates using HTML and CSS in MailChimp.

SEO/Web Developer

PBHS, Inc. | August 2011–June 2015 (4 years, twice promoted)

- Created interactive landing pages using Photoshop mock-ups/assets for **Google AdWords** campaigns using **Bootstrap**, **HTML**, **CSS**, and **jQuery**.
- Provided routine website maintenance to hundreds of clients simultaneously. Updates included changes to website content (**HTML**), styles (**CSS**), behavior (**jQuery**), editing images, modifying flash media, adding or improving **responsive design** capabilities—on both legacy HTML and responsive WordPress websites.
- Facilitated the SEO department’s marketing committee to create content for monthly campaign reports. Contributions to the project involved **marketing campaign planning** & copy writing.
- Created and launched a **documentation** website for the company’s iPad application. Included a website built with HTML and CSS, original copy writing, and visual aids.

Honors & Awards

1st Place, Best in Class
GreenThumbs App,
DES 324 Oral Competition,
SFSU · Fall 2017

Senior Honor Roll, College of
Liberal & Creative Arts,
SFSU · Fall 2017

1st Place, Best Hack to Reduce
Online Harassment Award
SF Hacks · March 2017

1st Place, Best Beginner Award
SF Hacks · March 2017

Reiki Second Degree
Usui Shiki Ryoho · February 2015

Blue Belt, Oh Kub
Farang Mu Sul · October 2014

Art Department Senior Award
Maria Carrillo HS · June 2009

Eagle Scout Award
Scouts of America · June 2006

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Graphic Designer/Web Developer

Artstart | September 2011–2013 (2 years)

- Improved website accessibility, load time, and performance by replacing outdated flash media with HTML and CSS.
- Designed and developed unique landing pages for annual auction events.
- Included a jQuery photo gallery and option to buy tickets online via PayPal.
- Established a plan and design for marketing to clients, prospective hires, and community, utilizing a series of brochures targeted for each demographic.

Recognitions

Co-Founder & Treasurer,
Occult Club, *San Francisco State University* · Spring 2017–2018

Creator & Author, 78 Nights of
Tarot, *78nightsoftarot.com*