

ADNAN HODZIC

DIGITAL DESIGNER

Contact

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SUMMARY

Passionate, innovative leader in digital design with 20 years of accomplishments in developing and directing teams in achieving creative digital design and web solutions for high-level clients.

Extensive experience in digital design, web, motion graphics, video production and graphic design. Passion for creating original concept design solutions that have superior visual impact, conceptual development, presentation of ideas, and visual assets. Highly skilled at integrating technical and visual solutions into design concepts. Creative problem solver with proven record of delivering solutions under pressure. Well-versed in project management, creative team development, and creating websites and IT infrastructure that are functional across multiple platforms.

SKILLS

HTML, CSS, JavaScript, jQuery, Bootstrap, Uikit, CMS, AWS, LAMP, MySQL, Web User Interfaces (UI) & User Experiences (UX), Web Development, Web Design, Website Optimization, Responsive Design, Mobile Web Design, Programming, Digital Design, Animation, Multimedia Design, Graphic Design, Photo Editing, Video Production and Editing, Autodesk 3Ds Max, Microsoft Office, Adobe Creative Cloud, Salesforce, WalkMe, Google Web Designer, Team Oversight, Manager, Project Management, Self-Motivated Work Ethic, Complex Problem Solving, Case Studies, Performance Optimization, Data Analysis, Adapt quickly to new concepts

PROFESSIONAL EXPERIENCE

Digital Designer / Web Designer

Selected Freelance - Contract Work | Chicago, IL | Hilliard, FL | Ongoing for 20 years

Developed web and creative solutions for a diverse set of clients through all project phases from conceptualization to concept completion by analyzing requirements and designing, developing, and implementing software applications.

JMG Agency

- **Achieved new branding presence and style for multiple clients** by developing and implementing creative design concepts
- **Developed impactful, high-performing 3D visuals** for marketing presentations and shows

Johnson & Johnson

- **Successfully produced realistic 3D renderings and animations of well-known Johnson & Johnson products**
- **Added major value to the company's media strategy and presence as an industry leader** by creating interactive Flash-based animations, presentations, and movies while managing a team of three

Anatol Equipment Manufacturing Company

- **Improved website appearance and efficiency as well as its ability to handle large-scale production** by redesigning and developing a highly functional website capable of handling high traffic
- **Achieved a next-level website transformation** by incorporating responsive capabilities, eCommerce, dealer portal, modern design, and intuitive UI/UX

Startek Lighting America

- **Improved UX and modernized branding of online presence** by designing and developing a more effective web design
- **Achieved a highly responsive design and web browser compatibility across multiple platforms**

Motion & Digital Designer | Web Developer

Adodesign | Chicago, IL | 10/2019-10/2021

Working in collaboration with a diverse set of clients, I consult, plan, design, and implement web and creative solutions that fit their needs and tastes. I pride myself on clean, simple, and functional layouts that allow the core of a business to shine.

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- **Developed impactful, high-performing 3D visuals** for marketing presentations and shows
- **Successfully produced realistic 3D renderings and animations of well-known products**
- **Improved website appearance and efficiency as well as its ability to handle large-scale production** by redesigning and developing a highly functional website capable of handling high traffic
- **Achieved a next-level website transformation** by incorporating responsive capabilities, eCommerce, dealer portal, modern design, and intuitive UI/UX
- **Plan, animate, render, and revise full-length 3D animated movies** that describe the functional principles of a complex machine using Autodesk 3ds Max (complex rigging and particle systems) and Adobe CC (Adobe Premiere, Adobe After Effect, Adobe Illustrator, Adobe Photoshop).
- **Use the Adobe CC** to integrate text animation, improve lighting and coloring, and apply visual effects in the video post-production process.

Instructional Designer

Abbvie | Lake Bluff, IL | 06/2019-08/2019

Responsible for the creation and maintenance of high-quality training solutions. Participates in the design, development, and implementation of training materials. Close collaboration with associates throughout the organization to ensure that training materials are accurate, comprehensive, and applicable to the needs of the business.

- **Define audiences, scope and learning delivery methods; utilize design documents and storyboards** to draft and review learning programs.
- **Leverage appropriate technology** to develop asynchronous and/or synchronous training materials.
- **Manage project timelines to ensure programs are designed, developed, reviewed and implemented in coordination** with rollouts of business initiatives.
- **Schedule and lead review meetings** with subject matter experts.
- **Assess project risks, proactively address issues and prioritize tasks as necessary.** Responsible for developing multiple projects simultaneously.
- **Create and build e-learning courses by working with stakeholders to design and develop interactive courses that meet their business needs.** Utilizing Storyline 360, Adobe CC and WalkMe.

Digital Designer | Web Developer

Product Animations, Inc. | Chicago, IL | 12/2008-01/2019

Spearheaded the design and art direction of high-impact company products, including website, 3D process videos, and VR Train (interactive 3D virtual machine environment). Managed all aspects of development including design planning, creative direction, IT operations, and promotional content for company campaigns. Produced technical training for manufacturing and packaging equipment used in the food and beverage, pharmaceutical, nutraceutical and consumer healthcare industries.

- **Conceptualized, built and designed multi-stage projects for full-length pharmaceutical 3D animated movies that describe the functional principles of complex manufacturing processes,** including planning, animating, rendering, complex rigging, particle systems, special effects and client communications
- **Streamlined the production process by creating efficient storyboards and written project treatments**
- **Finalized video productions** with processes including editing, color correction, animations, sound design, special effects, and 3D
- **Interact and collaborate** with LMS Teams to prepare LMS forms, upload content, test, and troubleshoot content for the LMS
- **Creator and designer from concept to completion of company's proprietary software VRReference™** (a web-based interactive application with user-centered experience)

- **Boosted productivity 70% and reduced IT operating expenses over 60%** by research, feasibility, and migration of company operations to Amazon Web Services (AWS) including servers, software, computer systems, and rendering farm
- **Spearheaded the development of a user-centric experience** by effectively supervising and creating UI/UX for company's proprietary interactive software
- **Accomplished high-quality digital designs that were built to support multiple platforms** by effectively overseeing the development, design, and maintenance of them on the company's website and client portal
- **Managed schedules for production pipeline**, while editing and designing multiple projects through the development process from initial design to the client possession while ensuring compliance with company guidelines and design standards
- **Designed and created a coherent visual company identity** including brochures, posters, magazine ads, newsletters, mailers, digital promotional materials, and PowerPoint presentations

Graphic Designer

The Wall Street Journal Office Network | Chicago, IL | 03/2007-10/2008

Managed creative direction of all product design, new product development, trade show design, marketing materials, magazine ads, B2B, web site, and social media. Managed staff of 3. Collaborated within a team environment to plan and design all promotional, corporate identity, and branding materials in multiple media outlets including digital and print. Produced entertainment and lifestyle news reports, music videos and commercials.

- **Co-developed a vibrant, secure website, including interactive features and SEO best practices to optimize traffic, page views and the user experience**
- **Successfully developed one of The Wall Street Journal's newest projects** employing the use of real-time advertising and news via state-of-the-art large format LCD screens in high-profile office lobbies and elevators located in major cities across the United States
- **Extended corporate advertising to digital formats** by designing banners, promotional emails, short length advertisement videos
- **Ensured design needs of the Sales department were met** by providing design support
- **Presented creative solutions to the Sales team to integrate with and complement the current corporate brand**

EDUCATION

Bachelor of Fine Arts: Computer Animation

The Illinois Institute of Art | Chicago, IL | Graduated 2001

Completed two years of study towards a master's degree in Mathematics

University of Innsbruck | Austria

CERTIFICATIONS

WalkMe Builder Certificate

LANGUAGES

English, Bosnian, Croatian, Serbian (fluent)

German (conversational)