

# HEY THERE! I'm Adele

PROVIDING CONCEPTUAL DESIGN  
& CREATIVE DIRECTION SINCE 2011



Seasoned **Creative Director** and **Branding Expert** seeking a collaborative design 'home' to share my leadership, problem-solving skills and creativity since relocating to Denver, Colorado. I have over ten years of experience as an entrepreneur, designer, and professor with a *Master of Fine Arts* in graphic design.

## Exploring the depths of growth through travel, wilderness, and art.



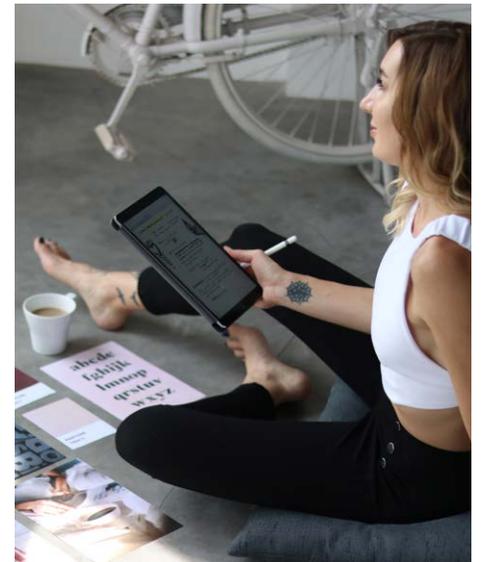
### Adventurer

My wilderness and international travels have been one of my biggest sources of inspiration and growth. I became an outdoor guide at 18, and have traveled and taught extensively around the world. This has built my resilience and risk tolerance while growing my love of teaching and mentoring students.



### Creative Director

My purpose has always been to create. With a *Master of Fine Arts* in graphic design, I launched my own branding agency, *Live Large Design*, in 2012 to support non-profits. Inspired to mentor new designers, I launched my own online education platform, *Live Large Collective*, in 2021.



### Sojourner

I might wander, but am not lost. My curiosity drives me to explore new places while sharing my creativity with others. My path is driven by my core values of freedom, growth, and connection. I enjoy building community with others that share my values and strive to explore and create.

# Education

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## MASTER OF FINE ARTS

### Graphic Design

Academy of Art University  
San Francisco, CA — 2016

## BACHELOR OF FINE ARTS

### Environmental Education

Prescott College  
Prescott, AZ — 2007

# Work History

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## CEO & CREATIVE DIRECTOR

### June 2012 – Current

*Live Large Design*

As the CEO and Creative Director of *Live Large Design*, I manage the daily production of design and development, oversee the team, manage the delivery of design work to clients, and execute our marketing efforts. We specialize in building strategic branding and web platforms for clients in the social and environmental impact sector. I mentor and guide all the departments (design, development, and customer service), providing consistent feedback and critiques.

We provide a remote branding process that includes brand strategy, visual language development, verbal voice, logo design, brand guideline development, website design, copywriting, and educational course platforms. I developed all of the strategies and workflows in our agency to provide an efficient, effective, and joyful branding process in the online environment.

## GRAPHIC DESIGN PROFESSOR

### August 2019 – January 2021

*Academy of Art University*

As a graphic design professor, I teach undergraduate students both fundamental and conceptual design skills. All classes are conducted in an online environment, where I support students with design critiques, grading, mentorship, and curriculum development.

I teach the creative process from start to finish to ensure that students can design and develop any creative project. Common topics I cover are typography, grids, layout, branding, hierarchy, balance, contrast, color theory, and branding. I also support students as they move into the real world of commercial graphic design and business.

## SENIOR GRAPHIC DESIGNER

### November 2014 – November 2015

*Northwest Strategies*

As a senior graphic designer for this advertising agency in Anchorage, Alaska, I was the project lead on anything from logo designs to annual reports to websites. I implemented many new systems to help showcase our design work to clients and smooth out the feedback process for efficiency. I worked closely with the client relations team to ensure that work was presented effectively to clients.

I participated actively in a design team of five designers, giving and receiving feedback on design work and company processes. This was a fast-paced work environment with a substantial project load every day. Numerous of my projects received AIGA design awards.

## PRINCIPAL BRAND DESIGNER

### September 2013 – October 2014

*Innovate Brand Agency*

As the principal brand designer, I supported this company as they grew their platform and client reach. I worked on up to 12 client projects at a time, with each requiring a custom logo, marketing materials, social media, and website design.

This was an online position where I delivered materials in an asynchronous environment with clear communication to manage timeline expectations and client interpretation.

FEATURED IN...



# My Background

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With a *Master of Fine Arts* in graphic design and over ten years of industry experience, I have diversified experiences in the creative and website industries as a graphic designer, professor, and creative director.

You can find my design work featured in *Huffpost*, *NPR*, *Expertise*, and *American Institute of Graphic Arts*. I have taught university design while working with countless clients around the world to build their brands and platforms seamlessly with my global team.

No matter what aspect of my life I'm exploring—adventure, travel, or design—community and growth are always centric to my pursuits. I have always been a true creative at heart, and

bring that innate passion to my work through my curiosity and problem-solving skills.

Through my agency, *Live Large Design*, I have perfected the branding and web design process to provide an efficient and easy journey through my workflows, while ensuring that the joy and momentum of the creative process is maintained.

Most recently, I have brought my entrepreneurial knowledge to other creatives through the educational platform *Live Large Collective*, where I help them learn how to remotely run a graphic design business. Together, we work with organizations focused on social and environmental impact to help our clients make a bigger difference in the world.



## Leadership & Awards

- International Branding & Design Speaker
- The Freshman Project book [co-author]
- Dojo Hackathon Winner [Bali, Indonesia]
- AIGA Big One Design Awardee [Anchorage, AK]
- 24-Hour Film Royal Winner [Anchorage, AK]
- Membership Director with AIGA Alaska [Anchorage, AK]
- Fairbanks Coordinator with AIGA Alaska [Fairbanks, AK]

I HAVE NO SPECIAL TALENTS.

I am only  
passionately  
curious.

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ALBERT EINSTEIN





AFTER WORKING WITH ADELE, WE NOW  
HAVE BEEN ABLE TO REACH AN AUDIENCE  
BIGGER THAN WE EVER EXPECTED WITH  
EXACTLY THE RIGHT MESSAGE.

— TYSON DAVIS [ALASKA, USA] —

