

ADAM DENK

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SUMMARY

Graphic designer with 10+ years of experience producing high-volume print and digital marketing materials. Currently supporting dozens of health plan clients in a fast-paced, deadline-driven environment. Skilled across the full production lifecycle with a strong record of reliability, ownership, and cross-functional collaboration.

EXPERIENCE

Graphic Designer | CVS Health — Merchandising (Remote) 2025–Present

- Design and produce print and digital marketing materials (catalogs, flyers, store signage and more) for dozens of external health plans such as Aetna, BCBS, and Centene
- Ensure layout, typography, and brand accuracy across every deliverable from concept through final production
- Manage project timelines in Wrike, and organize and share assets via SharePoint and eShare
- Partner cross-functionally with stakeholders using Excel, Word, and PowerPoint to align on content and specs
- Complete deliverables ahead of schedule to allow time for multi-layer internal review and approval
- Take on significant individual ownership as part of a lean 6-person team, balancing a high-volume workload with consistent quality and accuracy

E-Commerce Content Specialist | Dick's Sporting Goods (Remote) 2022–2024

- Acquired, edited, and uploaded product photography from major brands (Nike, Adidas, Under Armour, The North Face, Patagonia) across thousands of display pages
- Upheld brand and product page standards while preserving efficiency and quality at scale
- Coordinated with key vendors to ensure timely delivery of assets
- Collaborated with the team to resolve site errors, athlete feedback, and other high-priority issues
- Wrote and enhanced product descriptions using strong copywriting skills

Illustrator & Graphic Designer | Self-Employed (Remote) 2018–2025

- Brought concepts to life through visually compelling artwork tailored to a range of clients and demographics
- Translated client vision into high-quality designs across a wide variety of visual styles
- Maintained a client relationship spanning six+ years, earning repeat business for quick turnarounds and reliability
- Demonstrated strong self-management and remote work practices while balancing multiple client projects

Production Artist | PureRed Digital Marketing 2017–2018

- Produced large quantities of print-ready circulars for retail chains including Lowe's, Kroger, and Rite Aid
- Managed complex, specialized production processes under tight deadlines
- Adhered closely to client design preferences and brand guidelines to maintain satisfaction

Graphic Artist | Carson Home Accents 2015–2017

- Conceptualized and executed product designs for seasonal catalogs across various categories, incorporating emerging trends into the brand's visual aesthetic
- Digitally rendered mock-ups, edited product photography, and supported catalog layout
- Produced designs that drove sales and strengthened brand recognition

EDUCATION

Associate of Science in Graphic Design

Art Institute of Pittsburgh, 2013–2015

SKILLS

Technical: Adobe InDesign, Photoshop, Illustrator, Acrobat, Figma, HTML/CSS, Wrike, SharePoint, Microsoft Office (Excel, Word, PowerPoint), Digital Asset Management (DAM), Brand Guidelines, Copywriting

Professional: Creativity, Attention to Detail, Communication, Collaboration, Client Focus, Adaptability