Adam Law, PMP

adamvlaw@gmail.com
757 270 2232

Work Portfolio

Education

Bachelor of Arts, Critical Studies in Film and Television, Cum Laude, University of Southern California, School of Cinematic Arts, Los Angeles, CA

Certifications

- **Project Management Professional** (PMP)

Technical Proficiency

- **Design Software:** Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects), Figma
- **Presentation Software:** PowerPoint, Google Slides, After Effects for animation
- **Project Management Software:** Monday.com, Asana, Excel
- **Platforms:** Mac & Windows Environments

Summary

A cinematic-driven, PMP-certified creative lead with over 25 years of experience bridging the gap between high-level brand strategy and hands-on visual execution. With a formal foundation in Cinematic Arts from USC, I specialize in "design-forward" narratives that resonate with discerning audiences in complex, regulated industries like healthcare and pharmaceuticals. As a solutions-focused, natural collaborator, I thrive in fast-paced environments where I can translate abstract leadership visions into elegant, tangible assets across digital, print, and experiential platforms.

Core Competencies

- **Visual Storytelling & Art Direction:** Expert at guiding creative visions for brand identities, ensuring cohesive and inspiring touchpoints from social media to high-stakes campaigns
- **Pharma & Healthcare Design:** Proven track record of producing MLR-aligned visual assets for clinician-facing (HCP) and patient-advocacy (DTC) campaigns.
- **Multichannel Content Creation:** Proficient in designing for high-end audiences across web, print advertising, video/motion graphics, and e-commerce platforms.
- **Strategic Stakeholder Collaboration:** A primary partner to senior leadership, adept at navigating complex business goals to deliver refined creative solutions.
- **Agile Project Management (PMP):** Deep experience managing complex timelines and external vendors with precision, ensuring flawless execution of large-scale, sprint-based initiatives.

Contract Experience

- **Creative Producer | BridgeBio Pharmaceuticals:**
  - Design and production of all visual assets (graphics and video) for a month-long online awareness campaign supporting a key patient advocacy initiative.
  - Creation of conference exhibit items based on new branding guidelines.
  - Ongoing design of HCP- and patient-facing print assets for multiple patient advocacy teams including print pre-flight.
- **Creative Producer (Graphics & Video) | GondolaBio:**
  - Ongoing design/production of visual assets for patient advocacy & clinical study recruitment campaigns.
  - Production and management of animated clinical study recruitment videos including script development, art direction, contractor (illustrator and voice actor) management, translation management, and final editing.
- **Video Producer | BioXcel Therapeutics:** Led the production of a 2-minute animated campaign promoting a breakthrough mental health treatment to U.S. clinicians and pharmacists. Provided story concept, script, and directed animation teams within a highly regulated pharma environment.
- **Creative Director | Norfolk Botanical Garden:** Ongoing creative direction and publication design for a non-profit marketing department.
- **Designer | Arts Alliance:** Design of 20-page research paper and six-panel fundraising brochure for a non-profit arts business consortium.
- **Creative Consultant | dss+:** Spearheaded the complete creative theme and visual identity for a global leadership conference, including writing C-suite strategic communications and designing high-stakes video campaigns.

Full-Time Positions

Director of Marketing & Sales | Destination Imagination | Philadelphia, PA | 2024-2025
- Directed a global brand refresh, personally translating high-level strategy into a new suite of visual assets across all digital and print channels.
- Owned the experiential design for four annual international conferences, creating unique visual themes, environmental graphics, and compelling collateral.
- Designed on-brand marketing communications for a diverse global audience, driving a significant rebound in membership through design-led engagement.

Director of Affiliate Relations | Destination Imagination | Philadelphia, PA | 2019-2024
- Served as a strategic advisor to a network of 70+ global affiliates, ensuring visual and program alignment with corporate brand standards.

Owner & Creative Director | Adam Law Creative | Norfolk, VA | 2011-2019
- Provided comprehensive creative services, including brand identity development and high-end collateral design, acting as the bridge between business needs and creative execution.

Marketing Coordinator | AECOM | Viginia Beach, VA | 2007-2011
- Collaborated with technical teams to produce compelling visual communications and proposals within a large-scale corporate environment.