

Experience

Operation:CMYK, New York, New York: February 2007 -Present

Art Director/Print and Web Designer

As founding member of this design collaborative, I designed and produced both print and web materials for a variety of clients. In addition to promotion materials, I marketed and produced several "lifestyle" events for the New York City based arts community; including a monthly networking soiree and a film festival. Currently we are developing a multimedia/dance performance being produced by the Baryshnikov Arts Center in summer 2010.

Parson's the New School for Design: April 2010 - August 2010

Teaching Fellow

Developed and taught a web design curriculum for the incoming Design and Technology masters students.

Center for Economic Governance and AIDS in Africa/Open Society Institute: May 2010 - July 2010

Design Fellowship

Through a fellowship granted by Parsons, I was working with an NGO based in Nairobi, Kenya, to develop a New Media Advocacy campaign and assist them in designing printed and interactive branded materials.

Out History April 2010 - June 2010

Research Assistant for Shana Agid, Jane Perone, and Jess Irish

Working closely with Shana Agid and the team from Out History, I rebranded the organization as well as developed a skinned wordpress theme. In addition, I helped strategize and develop mockups for a new system of visualizing website content, from both a geographical and chronological point of view.

Academic Technology, The New School: February 2010 - Present

Tutor

As an in-house tutor for the New School, I assist students with their homework and projects. In addition I am available to help with any software or technical question they might have. The support I provide ranges from website construction to video editing.

Dean Joel Towers, Parson's the New School for Design: January 2010

Freelance Designer

I created a 2 minute motion graphics teaser to help convey the possibilities of Geographical Information Systems.

DraftFCB Healthcare, New York, New York: April 2007 - March 2008

Interactive Design Supervisor

I designed and programmed interactive media and marketing materials for such companies as Merck (Fosamax, Cozaar, Januvia, Janumet) and Bristol Meyers Squibb (Sunitiva, Atripla, Reyataz). Working directly with creative and account teams, we developed Flash and video-driven projects such as Tablet PC-based sales presentations.

Art Director: May 2006 - March 2007

Working on Merck brands, such as Fosamax and Cozaar, I designed both physician and patient materials. These included direct mail pieces, journal ads, detail aids, convention panels and other collateral marketing materials.

Adam Scher

curriculum vitae

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Education

Parsons, The New School for Design

Masters of Fine Arts Design and Technology Candidate, 2011

The Art Institute of Pittsburgh

Digital Design, May 2007

New York University

Bachelor of Fine Arts in Dance, May 2004

Awards and Honors

photoFEAST, ISPC Gallery, Brooklyn, NY - December 2010

Traumas and Technology, CLP Gallery, New York, NY - December 2010

SWING Space Grant Recipient, Lower Manhattan Cultural Council - September 2010

Baryshnikov Arts Center Space Grant Recipient, Baryshnikov Arts Center - June 2010

Parsons Five School Gallery Show, The Sheila C. Johnson Design Center, New York, NY - May 2010

1st Place - Louis Vuitton and Moët Hennes: The Art of Craftsmanship Revisited - May 2010

Parsons 2010 Animation Festival, Parsons The New School for Design - May 2010

Artist in Residence, Pomonona College - March 2009

Artist in Residence, The Queens Museum - July 2006

Artist in Residence, The Yard: Martha's Vineyard - June 2004

Skills/Qualifications

Software:

For Macintosh OS 9, OS X and Windows platforms, QuarkXPress, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Dreamweaver, Flash, Final Cut Pro, After Effects, DVD Studio Pro

Closed Loop Marketing Software:

Proscape, Exploria, Skura.

Programming Languages:

HTML/CSS, PHP, Wordpress, AS3, JAVA, C++, Max/MSP/Jitter, Processing, Arduino, openFrameworks

Other Skills:

Video, photography, painting, classically trained in ballet and contemporary dance, choreography

Choreographic History

Five Blind Mice, Premiered at The Irondale Center, January 2011

Become Displaced, Premiered at Baryshnikov Arts Center, June 2010

...as i was feeling, Premiered at Pomona College, March 2009

g!bb3r!\$h, Premiered at Pomona College, March 2009

I am your bag lady, Premiered at Galapagos Art Space, September 2008

BAM!, Premiered at K.L. Peters Auditorium, January 2008

Thank You, Premiered at The Joyce Soho, May 2007

Waltz of a Hipster, Premiered at The Queens Museum of Art, July 2006

Ways Of Seeing: The Hypocrisy Of Celebrity Profiles, Premiered at Solar One, August 2005

Future's Present Passed, Premiered at The Yard, June 2004

As of Yet...A Singular Second, Premiered at Tisch Fifth Floor Theater, April 2004

Come Rising, Premiered at Tisch Fifth Floor Theater, October 2004

Recipe For a Dance In Under Five Minutes, Premiered at Tisch Fifth Floor Theater, June 2003

Birth of the Organic, Premiered at Tisch Fifth Floor Theater, April 2003

Soulo, Premiered at Tisch Fifth Floor Theater, November 2002

So What If I Be It?, Premiered at Tisch Fifth Floor Theater, October 2002

Quadratic Swank, Premiered at Tisch Fifth Floor Theater, April 2002

Contaminated Breathing, Premiered at Tisch Fifth Floor Theater, November 2001

Grease The Musical, Greystone Mansion, August 2001

Bye Bye Birdie The Musical, Greystone Mansion, July 2001

Love Is Nothing But a Four Letter Word, Premiered at K.L. Peters Auditorium, January 2001

Off White, Premiered at K.L. Peters Auditorium, January 2000

Performance History

ZviDance, Artistic Director: Zvi Gotheiner

T. Lang: A Dance Company, Artistic Director: T. Lang

Randy James Dance Works, Artistic Director: Randy James

Romeo and Juliet, The New York City Metropolitan Opera, Choreographer: Sean Curran

Liz Lerman Dance Exchange, Artistic Director: Liz Lerman

Keigwin + Company, Artistic Director: Larry Keigwin

Misnomer Dance Theater, Artistic Director: Chris Elam

Mariana Bekerman Dance Company, Artistic Director: Mariana Bekerman

Nicholas Andre Dance Theater, Artistic Director: Nick Ross

The Yard: Patricia N. Nanon Residency, Artistic Director: Patricia N. Nanon

Kun-Yang Lin and Dancers, Artistic Director: Kun-Yang Lin

Reflections of Woodstock, Caesars Atlantic City, Choreographer: Donna Curtis

Sean Curran, Second Avenue Dance Company

Gus Solomons Jr., New York University Faculty Concert

Linda Tarnay, New York University Faculty Concert