



ADRIAN BALSARA

Graphic Designer

CONTACT INFO

Location: Durango, CO
Cell: 479-739-4803
Email: adrianbalsara@yahoo.com
Portfolio: adrianbalsara.com



SKILLS

Adobe Creative Suite
Adobe Fresco
Figma
Canva
Gutenberg Web Builder

REFERENCES

Sean Parker - Creative Director
• [720] 308-3994
• sparkercreative@gmail.com

Curtis Heideman - Creative Manager
• [970] 590-4443
• cheideman@peaksware.com

Derek Sears - Senior Designer
• [615] 491-8128
• dsears@peaksware.com

EDUCATION

FORT LEWIS COLLEGE August 2009 - May 2013

- Bachelor of Fine Arts with focus on Graphic Design

WORK EXPERIENCE

FROM INTERN TO SENIOR DESIGNER Primal Wear | May 2013 - May 2022

- started as Design Intern for 3 months rebuilding logos and creating vector stock artwork for the team.
- brought on as a Production Artist for 1 year; organizing and optimizing files for screenprint and sublimation.
- got accepted to the design team as a Junior Designer in summer of 2014 and worked my way up to Mid-level Designer over the next several years.
- daily tasks ranging from logo design to fully custom vector and raster illustrations.
- huge volume of work under tight deadlines for numerous high profile clients (ex: MLB, US Military, Grateful Dead, and more)
- made Senior Designer in early 2019 and took on more of a leadership role with the team; training new hires, spearheading the Design Style Guide, and building customer templates.

MID-LEVEL MARKETING VISUAL DESIGNER TrainingPeaks | May 2022 - Current

- joined the Marketing Team at TrainingPeaks in search of new challenges and the next step in my career.
- learned a variety of new skills: from general design thinking and user-centered design to animation and html.
- varying tasks: web design, digital/print Ads, event booth design, apparel, social template creation and training, etc.

FREELANCE 2014 - Present

- Logos, Apparel, Posters, Packaging, and more.
- see Portfolio for examples.