

# ADAM RADABAUGH.

CREATIVE DIRECTOR

Atlanta, GA

## CONTACT

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## SKILLS

Creative Direction · Brand Strategy ·  
Visual Identity & Brand Systems ·  
AI-Augmented Design & Workflow ·  
Campaign & Cross-Channel  
Marketing · UI/UX & Web Design ·  
Social Media Marketing

## TOOLS

Claude (Design & Code) · Figma ·  
Framer · Adobe Creative Suite  
(Photoshop, Illustrator, InDesign, After  
Effects) · Traditional & Agentic Web  
Development (HTML/CSS/JS) · An  
Ever Changing Suite of AI Tools

## AWARDS

### 2026 Gold Stevie

Branded Content, "Channel Your  
Potential" (Channel Partners)

### 2023 Bronze Stevie

Marketing Department of the Year

## EDUCATION

BFA, Graphic Design  
Ohio University

## SUMMARY

Creative Director with over a decade across brand and marketing. I lead the teams that turn business problems into brands people pay attention to. Making noise is easy. I make brands worth listening to.

## EXPERIENCE

### Creative Director

2023 – Present

*Channel Partners (formerly BDS Connected Solutions, LLC.) · Remote*

- Drove a 125% increase in qualified leads, 500% growth in solutions-page traffic, and 115% year-over-year social growth through an integrated rebrand and demand-generation program.
- Lead all brand, campaign, and digital creative through the company's rebrand from BDS to Channel Partners, owning the visual identity across every channel.
- Directed the "Channel Your Potential" branded-content campaign, winner of a 2026 Gold Stevie Award.
- Spearheaded an AI-powered interactive brand tool, empowering teams company-wide to create and review on-brand content without design bottlenecks.
- Manage and mentor a cross-functional creative team of 4 across design, content, and communications.

### Art Director

2022 – 2023

*BDS Connected Solutions, LLC. · Remote*

- Set the visual direction for brand and marketing campaigns across web, social, and print.
- Partnered with marketing and sales to translate business goals into cohesive cross-channel creative.
- Raised production quality and brand consistency ahead of the company's brand evolution.

### Senior Manager, Brand Design

2020 – 2022

*BDS Connected Solutions, LLC. · Remote*

- Built and maintained the brand system — identity, guidelines, and templates — used company-wide.
- Led design for campaigns, sales enablement, and event collateral.
- Established the creative foundation for a marketing team later recognized with a 2023 Stevie Award.

### Senior Web Designer

2019 – 2020

*1Digital® Agency · Philadelphia, PA*

- Designed and built responsive e-commerce and marketing websites for agency clients.
- Translated brand requirements into conversion-focused UI across a range of industries.

### Senior Designer

2017 – 2019

*wowbrands · Columbus, OH*

- Delivered branding, packaging, and marketing design for consumer and B2B clients.
- Owned projects end to end, from concept through production-ready files.

### Web & Graphic Designer

2012 – 2016

*Blue Laser Design · Columbus, OH*

- Produced web, print, and identity work across a broad client roster.
- Built foundational craft in typography, layout, and front-end design.