

ADAM OBRINGER

DIGITAL CONTENT PORTFOLIO



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Hello and thank you for checking out my digital content portfolio! Here you will find some of my favorite pieces of content I've created, spanning across different media forms like graphic design, video, and more.

A little about me: I began down the digital content path in 2012 when I worked as a student assistant in Slippery Rock's Sports Information office. From there, I enjoyed a career path through three different collegiate athletic communications positions, eventually pivoted to the nonprofit world for three years, and now work full-time as a web and graphic designer, while taking on freelance opportunities.

For future work, I am open to part-time, contract, and freelance design opportunities.

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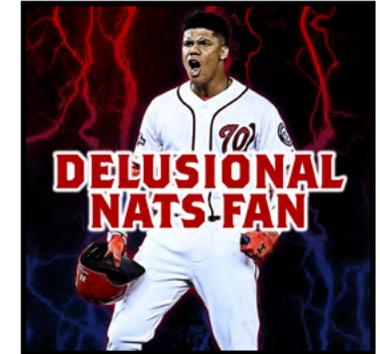
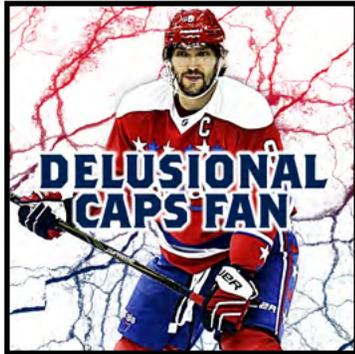
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The Washington D.C. Delusional Fan accounts owner was looking for new profile pictures for his accounts on Twitter and Instagram to add an extra pop to his feed. Using popular D.C. sports icons and brush presets, I created the three graphics above to give him exactly what he was looking for on his profiles.

GRAPHIC DESIGN



As part of a DePaul social media effort to include motion graphics, we released our basketball schedule through GIF and MP4 formats. This is a screenshot (left) of one of the motion graphics. This was created in Adobe Photoshop using the timeline feature and exported as video files for social media use.

Men's Schedule Tweet with Motion Graphic



I also created XML postgame graphics for social media and website use. These graphics (example above) were part of an XML integration project where I set up code to generate the graphics from XML stat files. Anyone could import an XML file from a game in Adobe InDesign and the information automatically updated.

For the last five years, I have worked with clients to freshen their brands through logo design. Some cases involved creating a logo from a blank slate, while others were part of a brand redesign. Below you will see examples of designs I created in Adobe Photoshop and/or Illustrator.



Wild Meadows LLC wanted a fresh rebrand to better represent its company. I created the logo above and it quickly began making appearances on merchandise in 2018. Pictures of the sweatshirts can be seen [here](#) and the brand continues to expand even during the pandemic.

LOGO DESIGN &
BRANDING



Twitch streamer [Dukeboy24](#) was looking for branding on his new channel to help him grow. He left it up to me to come up with a design that was cartoon in nature, had some element of royalty (to go along with “Duke”), and a stylized ‘D’. I combined his requests into the logos above. Since receiving the new branding, Dukeboy24 has earned affiliate status on Twitch.



Logo designs for photographer and influencer B. DiMare Photography and small business B&M Small Town Treasures.

I began video production work in 2013 with Xavier University's Athletics Communications department. The videos I specialize in producing include event and stream highlights, marketing pieces, and spotlight features. During my time at Side-Out, the foundation saw its subscriber count increase from 40 subscribers to almost 180 in less than two years.



Final Spin at \$10 Leads To Insane Comeback

In 2020, I began creating content for Twitch streamer OfficialGless. The first video I produced was a highlight video of an exciting slots comeback on stream. Since our partnership, OfficialGless has amassed over 210 subscribers on his channel.



Randolph Dig Pink: No One Fights Alone

Randolph, MN is a town of just 500 people, but the reason their event succeeds every year is that they put in the time, energy, and passion. Teacher and Dig Pink organizer Kate Esser takes us through the amazing experience that is Randolph High School's Dig Pink event. (641 views as of 1/2021)



Danny and Kelly Engagement Video

Danny was planning on proposing to Kelly and wanted video of the special moment. I posed as a videographer for the winery they were touring to capture special moments throughout the day.

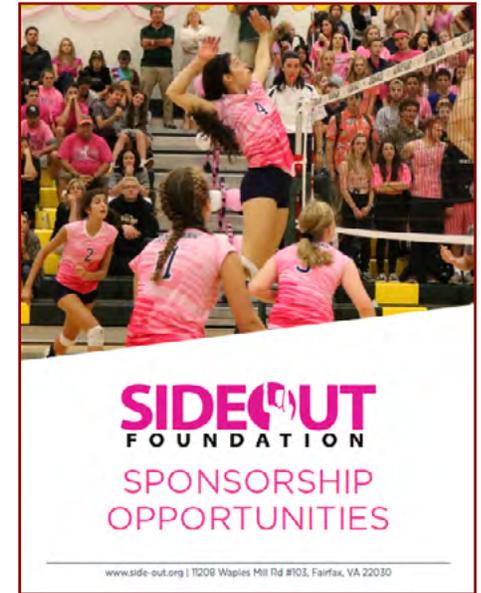


Why Dig Pink® with April Ross

I sat down with beach volleyball Olympian April Ross and interviewed her about why teams should do a Dig Pink event (the foundation's main fundraiser) through Side-Out, along with other questions about volleyball and athletes using their platform for good. (3,687 views as of 1/2021)

**VIDEO
PRODUCTION**

For more video projects: Enjoy my [YouTube playlist](#). You can see my latest videos and growth in working with video going back to my time at Xavier University.



PRINT & DIGITAL DOCUMENTATION

Part of my duties while at The Side-Out Foundation as its Director of Communications was to create and update the informative documents for the foundation's supporters. Above are three documents I revamped during my time at Side-Out. In total, I produced over 100 pieces of collateral to help move the mission forward.

When I started at Side-Out, the foundation did not have a media kit that aligned with the design aesthetic of the current state of the nonprofit. I created the latest **media kit** (left) to provide this alignment and expanded on the document to include proper language, logos, and FAQs.

The **Ambassador Program Applicant Guide** (middle) assisted students in applying for the foundation's scholarship program. I redesigned it into a compact version to follow a movement for more condensed documents. This cut the pages of content in half from the previous version without sacrificing the content.

Side-Out did not have a formal sponsor document when I began in 2017, only a slideshow presentation. I took the presentation and created the foundation's first **sponsorship document PDF** (right). This new format was easier for the staff to present at conferences and distribute to possible sponsors.

Other Print & Digital Documentation Projects: [DePaul Track & Field Schedule Poster](#) | [DePaul Women's Basketball Game Notes](#) | [Atlantic Sun Men's Basketball Tournament Program](#)

Since 2012, I have had a hand in writing within each organization in some capacity. Below are writing samples showcasing some of my work at Side-Out, Daily Esports, and DePaul.



Challenging expansion: Hawks Talon GC's journey into NBA 2K League

Feature on the NBA 2K League's Hawks Talon GC and the team's experiences through expansion for DailyEsports.gg.



Club Connection To The Cause; The Dig Pink Dig-A-Thon

Feature on a Virginia volleyball club and its connection to breast cancer research on The Side-Out Foundation blog.



Men's Track & Field Wins BIG EAST Championship

Recap of the BIG EAST outdoor championship run by the DePaul men's track & field team.

*WRITING &
ADOBE APPS*

For a full list of my previous work: Visit my author pages at [Side-Out](#) and [Daily Esports](#).

I have had the pleasure of working with a spread of different Adobe Creative Cloud applications. Below are the applications I have experience with and how long I have worked with each program.

| 7+ Years of Experience | | | | 5-6 Years | | | 3-4 Years | |
|------------------------|----------|-----------|----------|-----------|-------------|-------------|---------------|----|
| | | | | | | | | |
| Bridge | InDesign | Photoshop | Premiere | Audition | Dreamweaver | Illustrator | After Effects | XD |

For work inquiries, please send a detailed request to contact@AdamObringer.com. I can also be reached through my website's [contact page](#), [Twitter](#), and [LinkedIn](#).

Thank you for future consideration,
Adam Obringer