



Adam Thomas Janes

Communications Designer & Publication Production Specialist

Adobe InDesign • Publication Design • Communications Production • 419-341-8519 • Tiffin, Ohio

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SUMMARY

Communications designer and publication production specialist with more than 18 years of experience transforming complex information into clear, effective communication across print, editorial publishing, websites, and digital media. Builds communication systems that combine publication design, content strategy, reusable production workflows, and long-term maintainability. Experienced in leading projects from planning and information organization through design, production, launch, quality assurance, documentation, and ongoing refinement.

Available for remote contract, freelance, project-based, production-overflow, retainer, and part-time engagements. Best suited to defined scopes, practical schedules, clear milestones, and agreed delivery dates.

EXPERIENCE

Independent Communications Practice

Publication Design • Communications Production • Web & Digital
TIFFIN, OHIO • JAN 2007 - PRESENT

- Plan and deliver integrated branding, websites, publications, marketing campaigns, and digital experiences for government, publishing, hospitality, nonprofit, and business organizations.
- Lead projects from discovery and content planning through design, production, launch, quality assurance, documentation, and refinement.
- Build and maintain WordPress and HTML/CSS websites supported by audience-focused content, SEO, analytics, email, and digital marketing.
- Produce publications, communication systems, marketing materials, brand identity, photography, and digital communication using Adobe Creative Cloud and AI-assisted workflows.
- Build reusable templates, content structures, checklists, and handoff documentation so communication systems remain consistent and useful after delivery.
- Since 2020, maintain an independent Communications Practice through portfolio development, website projects, personal photography, and continuing education while managing full-time family caregiving responsibilities.

EXPERIENCE

InGenesis

Digital Marketing Specialist •
Camp Perry Lodging & Conference Center
PORT CLINTON, OHIO • MAR 2018 - MAR 2020

- Established Camp Perry's first cohesive communications program across identity, website, photography, brochures, publications, sales collateral, guest information, and digital marketing.
- Built and maintained a responsive Divi/WordPress website; supported GoDaddy hosting, HTTPS, SEO, analytics, content strategy, and ongoing site management.
- Produced promotional materials, email campaigns, and responsive MJML templates for the RoomMaster reservation workflow.
- Photographed and edited accommodations and facilities; created maps, floor plans, brochures, merchandise, and operational collateral.
- Collaborated with military leadership and organizational stakeholders, maintained brand consistency, and prepared staff training and practical handoff materials.

Schaffner Publications Inc.

Production Graphic Designer • Editorial & Publication Design
CATAWBA ISLAND, OHIO • JUN 2014 - JUN 2017

- Produced 156 weekly editions of The Beacon and supported 108+ monthly issues of HOMES, North Coast Parent, and North Coast Business Journal.
- Became the sole production designer responsible for assembling four recurring publications and creating much of the accompanying advertising.
- Managed editorial layout, advertising design, typography, image preparation, ad placement, prepress, printer coordination, FTP delivery, weekly online publishing, and archiving.
- Designed over a thousand advertisements and communication assets while collaborating with sales teams, business owners, and clients.
- Led publication and identity redesigns that improved hierarchy, readability, brand consistency, and audience engagement.
- Used reusable templates, paragraph and object styles, GREP formatting, shortcuts, scripts, standardized ad intake, file naming, and supplied-art repair to sustain high-volume deadlines.
- Prepared production-ready CMYK artwork, maintained quality standards, and earned three MACPA advertising awards.

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18+
YEARS IN
COMMUNICATIONS
AND DESIGN

156
WEEKLY
NEWSPAPER
EDITIONS

108+
MONTHLY
PUBLICATION
ISSUES

1,000+
ADS AND
MARKETING
ASSETS

120+
DIGITAL MEDIA
STUDENTS
TAUGHT

TEACHING & TECHNICAL COMMUNICATION

Terra State Community College

Adjunct Professor of Digital Media Technology

FREMONT, OHIO • AUG 2017 - APR 2018

- Taught 120+ students across web design, WordPress, HTML/CSS, graphic design, Photoshop, and digital communications courses.
- Developed curricula, syllabi, assignments, examinations, recorded lectures, and instructional materials while managing courses with enrollments of up to 60 students.
- Delivered technology-enhanced lectures and hands-on learning experiences, assessed performance, and mentored students.
- Applied professional experience in design, marketing, publishing, and digital communications to prepare students for creative and technology-driven careers.

SKILLS

Communications & Strategy

Marketing communications • Content strategy • Brand messaging • Copywriting • Editorial planning • Visual storytelling • Internal & external communications • Audience engagement • AI-assisted content creation • Information Architecture

Publication & Editorial

Adobe InDesign • Publication design • Editorial systems • Magazine and newspaper production • Long documents • Typography • Advertising design • GREP and style-based formatting • Preflight • Packaging • CMYK prepress • Print production

Digital Marketing & Web

WordPress • Divi • HTML/CSS • JavaScript • Responsive design • Accessibility • SEO • Analytics • Content management • Website performance and security • Email marketing • MJML • Landing pages • Digital campaigns

Creative & Brand

Adobe Creative Cloud • InDesign • Photoshop • Illustrator • Lightroom • Brand identity • Creative direction • Photography and retouching • Sales collateral • Marketing materials • SVG production

Project Leadership

Creative project management • Client collaboration • Cross-functional communication • Stakeholder coordination • Teaching and mentorship • Multi-project management • Production workflows • Quality assurance • Documentation • Deadline management

AWARDS

First Place • Toft's Ice Cream Parlor

Single Ads, Large Space • 2017

MID-ATLANTIC COMMUNITY PAPERS ASSOCIATION (MACPA)

Second Place • Slater's Madison Street Pub

Restaurant Advertising Design • 2017

MID-ATLANTIC COMMUNITY PAPERS ASSOCIATION (MACPA)

Second Place • Oak Harbor Dental

Single Ads, Small Space • 2016

MID-ATLANTIC COMMUNITY PAPERS ASSOCIATION (MACPA)

Projects & Production Systems

DIGITAL COMMUNICATION

PORTFOLIO WEBSITE • EDITORIAL WEB SYSTEM

AdamThomasJanes.com

Designed and built an editorial-style professional portfolio that treats the website as a living communication product rather than a static gallery.

- Structured long-form project stories around context, decisions, production evidence, outcomes, and reusable lessons.
- Built responsive HTML, CSS, and JavaScript with semantic structure, keyboard support, accessible interactions, metadata, structured data, and search visibility.
- Completed launch verification across analytics, indexing, performance, accessibility, content QA, security headers, asset delivery, and maintenance.
- Documented design decisions, known issues, accessibility findings, production status, and long-term upkeep for a maintainable handoff.

PORTFOLIO WEBSITE • EDITORIAL WEB SYSTEM

Camp Perry Lodging & Conference Center

Created the organization’s first cohesive communication system across identity, guest information, marketing, web, photography, and operations.

- Developed the logo, responsive WordPress website, SEO content, analytics setup, property photography, maps, floor plans, brochures, sales collateral, and branded merchandise.
- Supported hosting and HTTPS configuration and translated lodging details into clearer, audience-focused guest information.
- Created responsive MJML email templates for the RoomMaster reservation workflow and prepared staff training and ongoing-use materials.



HIERARCHY

Make the most important information unmistakable.

TYPOGRAPHY

Give each message an appropriate, readable voice.

SYSTEMS

Build repeatable structures that protect consistency.

JUDGMENT

Choose the right method for the audience and deadline.

DELIVERY

Test carefully and make every handoff useful.

EDITORIAL & PRODUCTION

FOUR-TITLE PUBLICATION OPERATION

The Beacon, NCBJ, North Coast Parent & HOMES

Led publication redesign and recurring production across a weekly newspaper and three monthly titles while producing a high volume of client advertising.

- Redrew The Beacon lighthouse mark, rebuilt mastheads and page systems, and developed flexible editorial and advertising hierarchies for newsprint production.
- Created issue-specific art direction for North Coast Parent and redesigned North Coast Business Journal while keeping recurring departments dependable.
- Standardized templates, styles, GREP formatting, scripts, file naming, ad intake, client-art repair, prepress, printer coordination, FTP delivery, online publishing, and archiving.
- Sustained weekly issues ranging from approximately 10 to 26 pages and monthly publication deadlines as the sole production designer.

REUSABLE RESOURCES • KNOWLEDGE TRANSFER

Editorial Newspaper Template & Website Production Checklist

Turned working production knowledge into reusable editorial resources that explain both the finished structure and the reasoning behind it.

- Built a production-ready InDesign newspaper framework with a six-column grid, paragraph styles, front-page hierarchy, departments, infographic, fact boxes, captions, and pull quotes.
- Created a four-page website checklist covering launch foundations, search, analytics, accessibility, performance, content QA, security, benchmarks, and long-term maintenance.
- Prepared editable templates, finished reference PDFs, previews, production notes, and practical guidance for repeatable use.

REUSABLE RESOURCES • KNOWLEDGE TRANSFER

ATJ Identity System

Developed a compact primary mark, wordmark, signature lockup, and printer’s mark as a responsive identity family for web headers, favicons, publications, presentations, résumé materials, and downloadable resources.

How I Can Contribute

TECHNICAL & PRODUCTION PRACTICE

Editorial & Long-Document Production

Adobe InDesign • Master pages • Paragraph, character, and object styles • GREP formatting • Tables • Recurring departments • Long-document organization • Preflight • Packaging • CMYK production • Print-ready PDFs

Web Operations

Semantic HTML • Responsive CSS • JavaScript • Progressive enhancement • Keyboard accessibility • Structured data • Metadata • Search indexing • Analytics verification • Content QA • Asset optimization • Security headers • Netlify deployment

AI-Assisted Workflows

Prompt engineering • AI-assisted content development • Research synthesis • Code assistance • Iterative quality review • Human editorial judgment • Documentation of decisions, sources, and limitations

Communication Systems

Information architecture • Content hierarchy • Reusable templates • Design systems • Production checklists • Editorial documentation • Client training • Handoff planning • Maintenance guidance

Quality Assurance & Delivery

Content review • Supplied-art repair • File naming • Version control • Accessibility checks • Preflight • Printer coordination • FTP delivery • Online publishing • Archiving • Practical handoff documentation

SELECTED TOOLS & METHODS

Adobe InDesign • Adobe Photoshop • Adobe Illustrator • Adobe Lightroom • WordPress • Divi • HTML • CSS • JavaScript • MJML • Git • GitHub • SEO • Analytics • Structured Data • Accessibility • Typography • Prepress • Photography • AI-Assisted Workflows

EDUCATION

International Academy of Design & Technology • Tampa, Florida

Bachelor of Fine Arts in Web Development • 2011 • Cum Laude • 3.68 GPA

Upper-division study in web development, systems, programming, database work, operations and security, mobile applications, project management, graphic and publication design, branding, typography, multimedia, and responsive interface production. Completed a six-credit professional web development internship.

Associate of Science in Web Design • 2009 • Magna Cum Laude • 3.89 GPA

Foundation in typography, page layout, interface design, digital imaging, multimedia, HTML, CSS, programming, Adobe Creative Suite, and professional portfolio presentation. President’s List (3x).

BEST-FIT ENGAGEMENTS

Complete Publication

Design and produce a report, magazine, newspaper, proposal, guide, catalog, newsletter, or other long-form document from supplied content through final delivery.

Recurring Production

Provide dependable remote production for weekly, monthly, quarterly, or annual publications using an established system or a new workflow built for the assignment.

Agency or Publisher Overflow

Step into an existing workflow to handle InDesign production, advertisements, revisions, client-supplied files, image preparation, preflight, and deadline-driven overflow.

Template & Production System

Create reusable InDesign templates, styles, master pages, content structures, checklists, documentation, and production guidance that protect consistency.

Fractional Communication Support

Provide ongoing remote help across publications, marketing collateral, WordPress, content organization, email, photography, and production quality assurance without a full-time position.

SELECTED CONTINUING EDUCATION

LinkedIn Learning / Lynda.com certificates of completion: Learning the Lightroom Ecosystem • Learning Graphic Design: Set Perfect Text • UX Foundations: Accessibility • UX Foundations: Content Strategy • HTML: Structured Data • Local SEO • Learning to Write Marketing Copy • Become a Front-End Web Developer • Git and GitHub



Remote availability • Contract • Freelance • Project-Based • Production Overflow • Retainer • Part-Time

Preferred structure • Defined scopes • Practical schedules • Clear milestones • Agreed delivery dates

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