Adam Augustyn

Experience

Associate Creative Director August 2019 - July 2020
VSA Partners, New York, NY
Chief Creative Officer, Curt Schreiber
Executive Creative Director, Associate Partner, Ben Sherwood

Hired to the IBM account, I bridged both branding and digital teams at VSA to create tools and communications vital to IBM's global sales enablement team. Also contributed creative direction and ideation for AT&T Global and Cengage/ Mcgraw Hill.

- Lead creative on IBM's internal promotional campaign to educate and promote IBM's new public cloud offering for IBM's Cloud sales team
- Assisted in the layout, design, and production of IBM's 2019 Annual Report (print and website) The year Ginni Rometty stepped down as CEO after 8 years, replaced by Arvind Krishna, and Jim Whitehurst as President, marking a key transition for IBM's future
- Built key brand extensions for IBM, utilizing both the IBM design language and IBM's Carbon System UI kit
- Assigned to the COVID-19 response team for IBM, rapidly developing remote sales communications (IBM efforts amidst a global pandemic) for IBM remote salesforce. These internal tools and communications marked an important shift for IBM as they continue to navigate and promote their technologies and solutions to help define and empower a remote workforce

Lead Visual Designer March 2014 - November 2017
Method, Inc., New York, NY
Executive Creative Director, Stephen Wake
Executive Director Client Services, Reema Pinto

Directed, defined, and designed new experiences to bring McDonald's into the digital era. Beginning with a 6 week redesign of an existing mobile ordering app and expanded to 3.5 year engagement with the client. This resulted in the creation of an omni-channel strategic framework and a new digital vision for the company. Our mission was to enhance every customer's experience with the world's largest restaurant through creating new digital products, features, and services.

- Helped build a team of cross-disciplinary designers, personally interviewing and screening 80+ candidates
- Functioned as a part of successful agile process, working in collaborative cross-functional teams of visual, interaction, technological designers, working iteratively in short defined sprints to achieve product milestones, for both MVP and mature product evolution cycles
- Established the Modern Fresh look and feel of the chosen direction for the visual design system carried across mobile app, in-store kiosk, and global dot-com (responsive desktop and mobile web) that would form the basis of the current Global Design System for McDonald's

- Built a scalable / flexible system of design components through the practice of atomic design to aid adoption and ensure coherence and consistency between channels and across touch points
- Underwent a crash course in user interface design and the role of the interaction discipline across a wide array of digital displays, technologies, and hardware, taking into account best of industry practices to ensure access and inclusivity for a wide range of user age groups and demographics
- Produced low fidelity click-through prototypes using InVision to quickly validate proposed design solutions
- Transitioned (and trained) the studio from less-optimal design tools and processes (Photoshop and red-line documentation) to Sketch and Sympli; creating more functional design artifacts for offshore developers increasing productivity and reducing timelines and expense
- Lead and participated i n key stakeholder workshops at McDonald's HQ in Chicago to establish a strategic vision for and define the role newly established Global Digital Group within the broader organization.
- Organized and conducted qualitative and quantitative consumer research groups both NYC and Chicago to validate product features and test design solutions (analysis and synthesis outputs)
- Helped senior leadership cast project teams, scope and schedule product sprints to meet business objectives
- Mentored senior and staff designers; helped define goals and set tasks to ensure progress on desired career paths

Contract Brand Director *May 2013 - Nov 2013*
YAHOO, INC. , NEW YORK, NY
VP Creative Director, Marc Debartolomeis
SVP, Brand Creative Group, Bob Stohrer

I was hired to assist in the rebranding of Yahoo, Inc. under the leadership of CEO Marissa Mayer.

My role at included:

- Worked closely with the VP Creative Director & SVP to conceptualize and organize presentations for the CMO and CEO
- Conducted both a brand audit and competitor research for the internal team
- Immersed myself within the various departments (i.e. Desktop, Mobile Product, Marketing, Advertising, Sales, etc.) to understand the complexities of the environments in which the new identity needed to function
- Sketched and concepted logos, as well as applied studies to websites, mobile apps, print campaigns, and broadcast applications
- Managed teams of both branding designers in the NYC office, and the marketing/advertising art directors in the Sunnyvale, CA. HQ, all who contributed concepts for the new identity
- Conducted casting, styling, location-scouting a 3 Day photoshoot in Los Angeles to provide supporting materials for the new identity and upcoming mobile products
- Pressure-tested and designated rules for the new identity
- Updated collateral materials for various departments within the company
- Collected all brand materials and assets into both brand and style guides

Senior Designer *Apr 2010 - Mar 2013*
Freelance Designer *Dec 2009 - Apr 2010*
JDK DESIGN, NEW YORK, NY
Creative Director, David Covell

Freelance Designer engaged by JDK to create 2 new prepaid mobile brands for Virgin Mobile, as well as to complete a packaging overhaul for Belkin. Subsequently I was put on staff as a full time senior designer.
Clients: Boston Children's Hospital, Burton Snowboards, Chobani, Cinemax/HBO, Incase, Deep River Snacks, iHeartRadio, Madison Square Garden, Nike, Virgin Mobile, Woolrich, and Microsoft xbox

Freelance Designer *July 2009 - December 2009*
LIPPINCOTT, NEW YORK, NY
Senior Partner/Creative Director, Connie Birdsall
Clients: Samsung, Dell, WalMart, Sam's Club, Wells Fargo, Meredith, Chartis, Comcast Xfinity

Lead Designer *Feb 2009 - Apr 2009*
WL2 STUDIOS, (HOVARD DESIGN), NEW YORK, NY
Founder/Creative Director, Bill Hovard
Lead designer for WL2 STUDIOS to brand a personal health care line of products for Bath & Body Works.

Freelance Designer Sep 2005 - Oct 2008
DESGRIPPES GOBÉ (BRAND IMAGE), NEW YORK, NY
Executive Creative Director, David Israel
Clients: AIGA NYC, American Express, AOL, Bayer, LG, LifeScan, Miller Brewing Co.,
Steiner & Associates, Saucony Shoes, Telefonica

Freelance Designer *Jun 2005 - Sep 2005*
OGILVY & MATHER WORLDWIDE
BRAND INTEGRATION GROUP (B.I.G.), NEW YORK, NY
Creative Director, Barry Deck
Worked with a team of designers engaged in the global re-branding of Coca-Cola,
including the identity of new Coke products.

Creative Director *Dec 2003 - Jun 2005*
CREW DESIGN, KENT, CT
Founder/Partner, Gil Aviles Founder/President,
Glenn Carlin
Clients: Anheuser-Busch, Coors, Frito Lay, Gatorade, Glaceau, Hasbro, Lucas Films,
Honeywell, PepsiCo., Terra Chips, Tervis Tumbler

Education

BACHELOR OF FINE ARTS Fall 1998 – Spring 2002
University of Connecticut, School of Fine Arts, Storrs, CT
MAJOR: Communication Design
PROFESSORS: Edvin Yegir, Mark Zurolo, Randall Hoyt, David Frisco
Summa Cum Laude, 3.43 GPA

STUDY ABROAD January 2001 – June 2001
London College of Communication (Formerly London College of Printing)
Studied traditional bookbinding techniques and modern book design.
Awarded a Letter of Distinction for Modern Book Design

Tools

ADOBE CS
Photoshop CC	Omnigraffle	**GOOGLE G SUITE**
Illustrator CC	InVision	Docs, Sheets, Slides
InDesign CC	Sympli	
Premiere Pro CC	Zeplin	Semplice 4
Flash CC		Wordpress
Dreamweaver CC	**Apple**	
	iMovie, Keynote, Garageband	

FontLab Studio
Ableton Live 9 Suite **MICROSOFT**
BOHEMIAN CODING Sketch PowerPoint, Word, Excel

Competencies

Advertising	Presentations (Keynote, InDesign, PPT, G+ Slides)
Animation (Basic)	Production Mechanicals (Print, Packaging)
Art Direction	Publication Design
Brand and Style Guidelines	Rapid Prototyping
Branding	Retail Display (P.O.P.) and Environments
Brand Strategy	Responsive Web Design
Corporate Identity	Signage and Wayfinding
Competitor Audit	Systems Thinking
Copywriting	Trend Research
Digital Comping	Typography / Type design
Experience Design	Video Editing (Basic)
Human Centered Design	Usability Testing
Icon Systems	User Interface design
Illustration	User Research
Interaction Design	Workshop Facilitation
Logo Design	Wireframing
Mobile App (Product) Design	Wordpress
Naming	
Packaging (CPG)	