

Adam Augustyn



Overview

I'm a creative director and multidisciplinary designer based in Brooklyn, NY. I combine strategy and design to translate business goals into elevated and engaging brand experiences. I have worked across an array of activations both independently and within agency teams. I have led corporate rebranding efforts, developed brand guidelines, and produced marketing campaigns, internal communications, printed artifacts, retail packaging, physical environments, websites, mobile apps, and digital tools for my clients. My influence on branding has grown to meet business and consumer demand for better experiences, products, and services.

Professional Experience

Associate Creative Director August 2019 - September 2022

VSA Partners, New York, NY

Chief Creative Officer, Curt Schreiber

Executive Creative Director, Associate Partner, Josh Berta

Originally hired onto the IBM account, my role at VSA bridged brand and digital teams to create tools and communications vital to IBM's global sales enablement team. As ACD, I led and managed teams across design and production to produce various marketing comms for VSA's clients. My role also interfaced with the VSA executive leadership team to assist in business pitches, establishing the vision for projects, and working with managers to define processes and scope to create actionable workstreams while maintaining a high-quality level for all work.

Clients: Charter Communications, AT&T Global, Google, Revolver Brewing Co., Xerox PARC, McGraw Hill, Connections Academy

- Defined the next chapter of IBM's Watson Health by developing a new brand and identity for Merative: a health and data technology company – a year-long endeavor to establish a new strategy, voice, and vision, building a new system of expression including a new website and materials for broadcast, social, tradeshow
- Led 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 and 2020 annual reports (print and digital) – a pivotal time for IBM as Ginni Rometty stepped down as CEO after 8 years, replaced by Arvind Krishna and Jim Whitehurst as President
- Assigned to the COVID-19 response team for IBM, rapidly developing remote sales communications (IBM efforts amidst a global pandemic) for IBM remote sales teams. 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

Defined, directed, and designed new experiences to bring McDonald's into the digital era. What began with a 6-week redesign of an ordering app prototype expanded to a 3.5-year engagement with the client. This resulted in the creation of an omnichannel strategic framework, a new digital vision, and a design system for the brand. Our mission was to enhance every customer's experience with the world's largest restaurant by 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 a successful agile process, working in collaborative cross-functional teams of visual designers, UX, and creative technologists, 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 touchpoints
- 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
- Led and participated in critical stakeholder workshops at McDonald's HQ in Chicago to establish a strategic vision for and define the role of the newly established Global Digital Group within the broader organization
- Organized and conducted qualitative and quantitative consumer research groups in 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 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 assisted in the rebranding of Yahoo, Inc. under the leadership of CEO Marissa Mayer.

My role included:

- Worked closely with VP Creative Director & SVP to concept and organize presentations for CMO and CEO
- Conducted both a brand audit and competitor research for the internal team
- Became embedded within the various departments (i.e. Desktop, Mobile Product, Marketing, Advertising Sales Team, etc.) to understand the complexities of the environments in which the new identity needed to function

- Managed teams of branding designers in the NYC office and marketing/advertising art directors in Sunnyvale, CA. HQ, all who contributed concepts for the new identity
- Conducted casting, styling, and location-scouting a multi-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

Engaged by JDK as a freelance designer to create 2 new prepaid mobile brands for Virgin Mobile and a complete retail packaging overhaul for Belkin accessories. Subsequently I was put on staff as a full-time senior designer, gaining lots of hand-on experience.

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 at WL2 STUDIOS Branded 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 rebranding of Coca-Cola products, including identities for Coke Light, Coke Zero and Coke Blak

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

The 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

Software

ADOBE CS

Photoshop

Illustrator

InDesign

FontLab Studio

Sketch

Figma

InVision

Apple

Keynote

MICROSOFT

PowerPoint, Word, Excel

GOOGLE G SUITE

Docs, Sheets, Slides

Semplice v4.4

Competencies

Advertising & marketing communications

Art direction

Brand architecture

Brand strategy development

Brand workshop facilitation

Brand naming

Brand/style guidelines

Brand launch planning

Competitive audits

Corporate identity + logo design

Copywriting brand tone + voice

Conceptual thinking & ideation

Creative development

Client presentations/pitches

Digital comping

Digital 2D illustration

E-commerce

Foundational UX & atomic design

Graphic design

Iconography/iconographic systems

Interaction design

Market research & industry trends

Mobile product design (app)

Packaging design (CPG)

Production mechanicals

Product road mapping (MVP to vX.x)

Photographic editing/retouching

Retail environments & displays

Responsive web design

Signage & wayfinding systems

Systems thinking

Staff mentorship & goal-setting

Team management (6-10 people)

Typography & type design

Usability & product testing

User interface (UI) design

Video editing, motion/animation direction

Wireframing

WordPress

Web/app prototyping