Adam Augustyn

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Leader in experience design, branding, and visual identity systems

Recognized for excellence in leading creative projects from ideation to execution while motivating teams to think strategically and work collaboratively to elevate brands, communications, and design solutions across multi-platform digital and physical customer experiences.

I have extensive experience in shaping and guiding the development and evolution of brand language in various product and marketing initiatives. I collaborate closely with leadership and key stakeholders to ensure that brand creative is aligned with core business objectives and seamlessly integrated into communications, products, and user experiences. My goal is to align digital product and brand experiences to create seamless, intuitive, and engaging touchpoints for consumer interaction to build brand affinity and connection. I work with product development and content marketing teams to research, prototype, test, and iterate design solutions to ensure successful adoption and performance.

Areas of Expertise

Adobe Creative Cloud	Client Presentations & Pitches	Retail Environments & Displays
Advertising & Marketing Campaigns	Design Systems	Responsive Web Design
AI Implementation	Digital Media / Marketing	Social Media Marketing
AI Prompting	E-commerce	Signage & Wayfinding Systems
Art Direction	Graphic Design	Storyboarding
Brand Architecture	Iconography / Icon Systems	Staff Mentorship & Goal-Setting
Brand Strategy	Interaction Design	Team Management
Brand Development	Market Research & Industry Trends	Typography & Type Design
Branding & Identity	Motion / Animation Direction	Usability & Product Testing
Competitor Audits	Needs & Performance Analysis	UX User Experience
Corporate Identity & Logo Design	Product design (mobile apps)	UI User Interface design
Copywriting Brand Tone & Voice	Packaging Design (CPG)	Video Production
Conceptual Development	Production mechanicals	Wireframing
Conversational UI	Product road-mapping	WordPress
Creative Strategy	Photo Editing / Retouching	XD Experience Design

Achievements

As Contract Associate Design Director - Product UI at MRM NY, I contributed to a successful creative pitch to Raja Rajamannar, CMO at Mastercard; envisioning the future of Mastercard.com and as an AI-assisted, search-first, user intent-driven immersive experience connecting Mastercard customers (B2C & B2B) to Priceless Possibilities through a unified web platform. MRM continues to partner with Mastercard on the global web unification roadmap, currently in development with an initial site launch set for Summer 2024.

As the Associate Creative Director for VSA Partners, I played a vital role in supporting the IBM account team through a transitional growth phase, including a strategic change in leadership (Ginni stepping down as CEO after 8 years, replaced by Arvind Krishna), supported the IBM Sales Team when the global pandemic forced their workforce to work remotely, and relaunched Watson Health as Merative; a healthcare data and technology company in 2022. I also contributed to 6 outside client pitches that successfully converted to paid engagements for VSA.

As the Lead Visual Designer for Method, Inc., integral in scaling a 6-month digital project and team into the company's first multi-year, multi-million dollar retainer relationship with McDonald's. This resulted in the full digital transformation of McDonald's restaurants worldwide through establishing an omnichannel digital framework for digital ordering, including a mobile app, digital online, and digital kiosk in-store ordering; which serves 70 Million customers daily in over 100 countries. Since the launch of McDonald's mobile ordering app, it remains ranked the #1 Food & Drink app in Apple's App Store, rating 4.8 stars with over 2.1M ratings

As Brand Director for Yahoo, I enabled an acceleration the Yahoo! re-brand and launch campaign from the original 12-month timeline to 8 months. I played a vital role in building communications between marketing, ad sales, mobile product, and desktop teams to inform decisions and develop campaign ideas

Professional Experience

Contract Associate Design Director - Product UI, July 2023 - March 2024
MRM, New York, NY

As a valued member of the Design and Experience team at MRM, I lead design support on the Mastercard account team. Together with UX designers, strategists, product managers, and developers across MRM offices, We concepted a future vision for Mastercard.com; not only an immersive, personalized experience, driven by user intent, but a unified experience tying together +120 websites across Mastercard globally; bringing together all Mastercard customers (Business and Consumer) and effectively guiding them to products, services and solutions.

- Contributed to all aspects of the Mastercard site design and development, from research and ideation, through detailed design and testing, to implementation and learning. Helped drive the roadmap, presenting and evaluating options, and crafting the approach
- Provided leadership and strategic direction for the design team, ensuring the delivery of innovative and user-centric design solutions
- Collaborated with cross-functional teams to define design strategies and align them with Mastercard's business goals
- Set the vision and the design and experience direction for the website, ensuring consistency, coherence, and adherence to Mastercard's brand expression guidelines
- Drove the creation of user-centered design deliverables, wireframes, user flows, information architecture, navigation concepts and high-fidelity Figma prototypes for desktop and mobile screen formats
- Advocated for user-centered design principles, accessibility, and inclusive design practices across the organization
- Collaborated with stakeholders to present and communicate design concepts, rationale, and strategic recommendations to the Mastercard team.

Associate Creative Director, August 2019 - September 2022
VSA Partners, New York, NY

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, establish the project vision, and work with managers to define processes and scope to create actionable workstreams while maintaining a high-quality level for all work.

- Defined the next chapter of IBM's Watson Health by developing a new brand and identity for Merative to create a strategy, voice, and vision, building a system of expression, including a new website and materials for broadcast, social, tradeshow
- Spearheaded 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)
- 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.

Lead Visual Designer, March 2014 - November 2017
Method, Inc., New York, NY

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 creating 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
- Streamlined agile process, working with 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
- 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
- Advocated for UX fundamentals 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)

Brand Director May 2013 - November 2013
Yahoo! Inc., New York, NY / Sunnyvale, CA

Supported Yahoo! Inc.'s rebranding under CEO Marissa Mayer's leadership.

- 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 for the new identity 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 of a multi-day photoshoot in Los Angeles to provide supporting materials for the new identity and upcoming mobile products
- Lead the production of brand guidelines and supporting assets for the new identity

Additional Experience

Creative Director, FourFlightsUp, New York, NY
Freelance Design Director, Giant Spoon, New York, NY
Freelance Design Director, Canary New York, NY
Senior Designer JDK Design, New York, NY

Freelance Designer, Lippincott, New York, NY
Lead Designer, WL2 Studios, New York, NY
Freelance Designer, Desgrippes Gobé, New York, NY
Creative Director, Crew Design, Kent, CT

Education

BFA, Communication Design, The University of Connecticut, School of Fine Arts, Storrs, CT
Summa Cum Laude, 3.43 GPA

Study Abroad, London College of Communication (Formerly London College of Printing)
Awarded a Letter of Distinction for Modern Book Design

Software

Adobe Creative Cloud
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Premiere Pro

Apple
Keynote, Logic Pro X, GarageBand

FontLab Studio

Sketch
Figma
InVision

Microsoft Office
PowerPoint, Word, Excel

Google G Suite
Docs, Sheets, Slides

WordPress
Semplice
Squarespace
Webflow
Framer