

Adam Augustyn

adamaugustyn.com | adam.augustyn@gmail.com | [LinkedIn](#) | [WNW Member #41991](#) | Brooklyn, NY

Lead Brand & Digital Experience Design Director

Brand Identity & Communications | Visual Design Systems | Product Design (UI, UX)

Senior/Lead creative with over 10 years of experience leading high-profile brand and product design initiatives across diverse industries. Adept at creating unified, immersive digital experiences and driving strategic designs that align with business goals. Expertise in developing scalable design systems, integrating technologies, and promoting user-centered solutions. Notable successes include spearheading **Mastercard's global site redesign, rebranding Yahoo!**, and directing **digital innovations for McDonald's**. Highly skilled in **client engagement, strategic visioning, and managing complex projects from concept to execution**.

WORK EXPERIENCE

MRM / McCann | New York, NY

July 2023 - March 2024

Contract Associate Creative Director - Product Design - Mastercard client team

- Co-led a pitch-winning, greenlit global redesign of Mastercard.com, unifying over 120 sites globally into a single, AI-assisted, user intent-driven platform, unifying and enhancing B2C, B2B, and corporate user experiences
- Led the creative vision for Mastercard.com; delivering an immersive, personalized user experience aligned with global brand guidelines and business goals
- Pitched and secured concepts for digital features integrating AI, conversational UI, and AI-assisted navigation and search for Mastercard.com
- Collaborated with McCann and MRM teams to develop design templates and prototypes in Figma, ensuring high-quality deliverables, expediting process and workflow
- Mentored UI/UX designers in creating a tokenized digital design toolkit for Mastercard, including new visual components, art direction, and typographic systems
- Promoted user-centered design, accessibility, and inclusive practices, creating comprehensive wireframes, user flows, and high-fidelity prototypes for Mastercard.com

VSA Partners | New York, NY

August 2019 - September 2022

Associate Creative Director - IBM client team

- Created brand extensions for IBM's Design Language and Carbon design system, maintaining brand consistency and building guidelines while updating design elements for modern relevance.
- Directed a cross-functional team to deliver IBM's internal cloud campaign, utilizing innovative design principles to enhance engagement within the sales team.
- Managed the design and production of IBM's 2019 Annual Report (print and digital site), ensuring high-quality output during a significant leadership transition

- Led the design team for IBM's COVID-19 response, rapidly developing remote sales communication tools to facilitate a seamless shift to remote work.
- Led the creative direction for IBM's Watson Health rebranding to [Merative](#), developing a new brand vision, strategy, and comprehensive expression system.
- Mentored and developed a team of creatives, fostering a collaborative environment and ensuring the delivery of top-quality design solutions for VSA's clients and creative pitches.

Method, Inc. | New York, NY

March 2014 - November 2017

Lead Visual Designer - McDonald's digital team

- Directed the creative vision for McDonald's digital ordering platforms, including Apple Store's #1 Food & Drink app, in-restaurant digital kiosk, and online ordering experiences.
- Aligned design concepts with business objectives, creating a global design system that aided adoption and improved user retention, opening doors to collaborate with client marketing and promotions teams
- Facilitated stakeholder workshops at McDonald's HQ, establishing strategic digital vision and roles for the Global Digital Group.
- Grew a team of cross-functional visual, user-experience designers and technologists; utilizing Sketch, InVision, Framer, and XCode to design wireframes, scalable UI systems, and high-fidelity prototypes for global McDonald's markets.
- Developed and implemented a comprehensive design system, including modular components and a digital UI Kit, ensuring brand consistency across mobile apps, kiosks, and online platforms.
- Facilitated in-office qualitative and quantitative user testing for product features and protocols, including onboarding, ordering, and promotions; leveraging iteration in agile process to streamline usability
- Mentored designers through a structured program, enhancing team skills in design trends, software, and technology industry practices.

Yahoo! Inc. | New York, NY / Sunnyvale, CA

May 2013 - November 2013

Contract Design Director, Brand

- Led Yahoo!'s first major rebrand, partnering with then CEO, Marissa Meyer, as well as the CMO and SVP of Brand, resulting in significant engagement post-launch
- Organized and presented rebranding concepts to executive leadership, aligning new brand strategy with business objectives
- Directed cross-functional teams, fostering collaboration between product design and marketing, enhancing brand cohesion and effectiveness

- Assisted on a 3-day multi-location photoshoot across Los Angeles, providing compelling visual assets for the new brand identity and mobile products
- Developed and launched the "30 Days of Change" campaign, generating significant online buzz and anticipation within the tech community
- Created comprehensive brand and style guides, ensuring consistent application of the new brand identity across all departments

JDK (Jager DiPaola Kemp) Design | New York, NY, Burlington, VT December 2009 - March 2013
Senior Designer

- Led the design and execution of new prepaid mobile brand identities for Virgin Mobile, enhancing brand visibility and market penetration
- Collaborated with cross-functional teams and clients in brainstorming sessions, driving innovative design solutions for clients including Woolrich, Burton Snowboards, and Boston Children’s Hospital
- Strategized and executed naming, copywriting, competitor audits, and trend research to inform design concepts and client strategies
- Managed multiple client projects independently from concept to presentation, ensuring timely and budget-conscious delivery
- Developed an eco-friendly packaging design for Incase’s Apple-exclusive products, boosting market presence with sustainable materials
- Mentored junior designers and interns, fostering a collaborative and growth-oriented studio environment

For a complete work history please visit either my [WNW](#) or [LinkedIn](#) profiles

EDUCATION

Bachelor of Fine Arts | BFA degree | Communication Design

The University of Connecticut | School of Fine Arts | Storrs, CT
 Graduated Summa Cum Laude, 3.43 GPA

TECHNICAL SKILLS

User Interface (UI) Design | User Experience (UX) Design | Responsive Design | Prototyping (Sketch, InVision, Figma) | Brand Development | Agile Methodology | User Research & Testing (Qualitative & Quantitative) | Consumer Packaged Goods (CPG) | Collaboration | Strategic Visioning | Mentorship & Leadership | Adobe Cloud Suite (Photoshop, Illustrator, InDesign, Premier Pro) | Figjam | Framer | Google G Suite (Docs, Sheets, Slides) | Miro | Microsoft Office Suite (Word, Excel, PowerPoint) Keynote | HTML/CSS | WordPress |Trello | Jira

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