

Adam Augustyn

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Lead Brand Marketing & Digital Experience Design Director

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

Senior/Lead creative with over 15 years of experience leading high-profile brand marketing 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

[Teneo](#) | Remote | Contract Lead Designer

April 2026

Bamboo Insurance brand identity design concepts R1 applied to a broad range of marketing applications

FTF - [Fifty Thousand Feet](#) | Remote | Contract Lead Designer

Mar 2026 - April 2026

Ropes & Gray 25th anniversary of NYC law office (Est. in 1865) website design updates to locations and office detail pages, including a new hero animation for the global home page

[FWD People](#) | Remote | Contract Senior UX designer

Jan 2026 - April 2026

Developed wireframes with annotations for PetPlace.com websites and pet care/protect hub design, various site improvements for CMS migration

[Studio Rodrigo](#) | Brooklyn, NY | Contract Design Director

Sept 2025 - Dec 2025

Together with Rodrigo founder Ritik Dthlokia and Lead Director Aldo Jurraldini Zarillo we engaged with the internal [Comcast Xfinity](#) digital and marketing teams to audit and propose messaging, design, and service level and commerce enhancements - like agentic ready moments of high impact, service trackers, and other sales/marketing UX enhancements for mobile, internet, and streaming services and packages to communicate and deliver further value for new customers and added support for existing.

Developed a conceptual Identity, collateral & website for 1V1 - an up and coming Los Angeles based talent agency that specializes in representing unique voices and talent who create change i.e. Michael B. Jordan, Simu Lui, Caleb McLaughlin - set to launch awards season 2026

[One Story Branding](#) | New York, NY | Contract Design Director

April 2025 - July 2025

[HSF Kramer](#) - Together, with the brilliant strategic mind of Dustin Longstreth and our team, we launched a marketing campaign for a global law firm acquisition under a new name and identity. As an extension of the One Story creative team, I aim to provide seamless continuity in an effort to enable small creative agencies to remain nimble and viable.

FTF - [Fifty Thousand Feet](#) | New York, NY | Contract Design Director

April 2025 - June 2025

I connected with the talented creative minds of Tracey West and Nette Gaastra on two brand identity exploratory engagements for a set of Fifty Thousand Feet's B2B clients, **Inmar** - one of the first data and marketing intelligence companies, and [Unlock](#) - an innovative home equity solutions platform for first-time homebuyers.

[Studio Rodrigo](#) | Brooklyn, NY | Contract Design Director

July 2024 - Dec 2024

Branded for a new health tech company, [Radence](#), focusing on cancer screening/longevity care for a premium/luxury market; providing naming, brand positioning, and guidelines; launching the initial website, designing various medical and marketing

materials, helping to establish their new CEO, CMO, and COO

Lead & inspired the Rodrigo team of young designers in a logo design and branding pro bono project for [Climate Film Festival](#); developing a website, animations, film programs, posters, and various event collateral

Supported the [Peacock Sports](#) streaming team in providing concepts around metadata statistics and various engagement ideas, developing sketches and presentations in Figma for the Peacock App to enhance the viewers game watching XP.

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 Creative 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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