

Adam Wagner

Art Direction / UX Design

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About

For the past 15 years I've been creating ideas that connect brands to thier consumers. Trying to make their relationship a fresher, healthier and ever lasting one.

Throughout my career I've worked in San Francisco, and Los Angeles for well known brands such as [MTV and Relativity Media](#), and advertising agencies [Daily And Associates](#) and [MXM](#).

I've led creative on accounts such as, [Acura](#), [Honda](#), [Honda](#), [Apple](#), [MTV](#), [Beats by Dre](#), and many others.

I have also founded three companies, a kitchen gadget called [GarlicShaker](#) which raised [\\$53k on Kickstarter](#), and two software start up companies, the most recent [AirCam](#), [closed series A round June '18](#).

Experience

AirCam / Founder, Creative Director

JAN 2015 - JAN 2018, LOS ANGELES (Full time remote)

[Led user experience, interface design, and branding efforts for Air Cam](#), a mobile app for photo sharing in public and private groups using geo-location. [We closed our Series A round of funding June '18](#).

In addition I conducted ongoing [competitive research](#) on current apps to define our product strategy.

Using knowlege gained from competitive reaserch I created [user stories](#), [wire-frames](#), [and visual design](#) in collaboration with co-founders and development team.

MXM Agency / Art Director, Contract

JAN 2013 - JAN 2015, LOS ANGELES

Collaborated with [Director of User Experience and Creative Director](#), creating information architecture, user stories, and visual design deliverables:

[Honda / Acura NSX: Design Mobile Web](#)

Adapted information architecture and visual components from desktop to mobile web.

[Kraft Canada: New Visual Design Desktop and Mobile](#)

Directed visual design for both desktop and mobile web.

[Sea World: New Vacation Package and Ticketing System](#)

Managed UX for new streamlined vacation package and ticketing portal integrated with existing 3rd party ticket service.

Skills

Design

- UI graphics [Sketch & Photoshop](#)
- Wire-frames & mock ups [Sketch & Illustrator](#)
- Motion design with [Principle & After Effects](#)
- Strategy & vision presentations [Keynote](#)
- User flows
- Concept sketches
- Production red-lines
- Style guides & pattern library

Prototyping

- Rapid prototyping with [InVision & Keynote](#)

Research

- Product hypothesis [User stories & Task analysis](#)
- Quantitative research [A/B Testing & Experiment](#)
- Qualitative research [Cognitive walk through](#)

Collaboration

- Full-time remote [since 2013](#)
- Iterative development [Agile](#)
- Sequential development [Waterfall](#)
- Organizing product workshops
- Stakeholder design critiques
- Organized & Detailed
- Flexible & Communicative

Education

BA Design / San Francisco State

SEP 1993 - MAY 1997, SAN FRANCISCO

Experience Continued

Relativity Media / Creative Director, Web

SEP 2010 - DEC 2012, BEVERLY HILLS

Collaborated with Relativity Media CEO Ryan Kavanaugh developing branding and user experience for Relativity’s new media arm Rouge Pictures.

Successfully launching Rouge.com to beta in 3 months, on time, and budget.

After launch, **led senior management discussions visual design, usability,** lending insight into design/ positioning strategies for Rouge.com.

MTV Networks / Creative Director, Social Media

MAR 2006 - SEP 2010, SANTA MONICA

Built, managed, and mentored an extremely talented creative team of nine. Five designers, three front-end developers and one full time flash developer.

This team was responsible for the successful incorporation of the Social Projects networking platform on MTV Network properties, **MTV.com, The Daily Show, Jackass World, Comedy Central, and VH1 Classics.** In addition this team has created high profile entertainment social networking sites for Universal Music Group for artists such as **50cent, Pussy Cat Dolls, and Soul Ja Boy.**

Beta Records / Art Director

JUN 2004 - MAR 2006, HOLLYWOOD

Worked directly with the CXO (Chief Experience Officer) developing design concepts and advanced social networking/interaction for BETA Records.com V3 release.

Eight distinctive design and usability scenarios were created for BETA user types with a goal of producing a full interactive site prototype for presentation to investors within a three-week timeframe. **The successful completion of this presentation was instrumental in acquisition of \$5 million from multiple partners March 2008.**

Provided updates on a weekly basis to executives on design direction and concepts for both visual design/usability. Weekly presentations included analysis of potential service partners and how they strategically help user and advertising growth of BETA Records.

PH Production / Senior Scenic Designer

SEP 1997 - APR 2003, SAN FRANCISCO

Created conceptual scenic settings for corporate event clients. Produced final scenic design form client approved concepts. Developed working plans in CAD for scenic production shop. **Managed construction of scenery elements, including neon, pneumatics, stage tracking systems using chain drives and electric motors.** Engineered custom rigging for hanging scenic elements and banners.

On site **scenic coordinator,** created best scenario strategic installation schedule with **lighting, sound, and projection vendors.** Supervised union scenic crews of up to 50 people during the installation of scenic elements.

Interests

Accomplishments

- Granted US Utility [Patent # 10,080,382](#)
- US Design Patent Pending
- San Francisco Photo Festival [1st Place Award](#)
- Kieth Code Superbike school [Instructor](#)
- 12yr Traiing Muay-Thai
- Successful raise of [KickStarter \\$53,000](#)
- Successful Infomercial GarlicShaker

Activities

- Photography
- Motocross / Enduro riding
- Jiu-Jitsu
- Building Motorcycles
- Cross Fit
- Inventing / Engineering