

adam@acwcreative.com

# Adam Wagner

1984 N. Main St. #501, Los Angeles, CA 90031 • 650.787.1764

## About Me

- **Creative, dedicated, hands on Interactive Creative Director** and multidisciplinary designer with extraordinary background in real world application of design as a strategic business tool.
- **Tireless creativity, drive, and motivation** to get the job done right.
- **Able to build and lead talented teams** of internal and freelance personnel to complete projects that exceed expectations within strict time constraints.
- **Excellent project management skills** with a proven ability to manage a wide range of concurrent complex tasks through delegating work, driving progress, positive motivation, timely critiques and performing hands-on design.
- **Knowledge** of applied web technologies CSS/HTML, Flash, Ajax, Java
- **Software Expertise & Platform**  
Adobe CS3 (all applications) • Microsoft Office • Mac / PC
- **Education**  
Theater Design / Technology - BFA San Francisco State University  
PrePress - International Center for Digital Art, San Francisco, CA

## Experience

March 2006 - Present

### Creative Director – MTV Networks /A Social Project

- Worked Directly with CEO and VP of Experience developing 15 standalone 'Full Site' interactive Flash demos within an eight-week period. These 15 demos were theoretical social networking sites, which allowed Social Project/ MTV Networks to understand strengths/weaknesses of numerous hypothesized directions. This work directly lead to an investment of \$40 million from MTV Networks/Viacom, December 2006, with possible future acquisition.
- Lead on going strategic design dialogue in bi-weekly Senior Management meetings for both visual design and usability. Providing current insight into competing design/ positioning strategies allowing the executive team to make educated decisions on company strategy and direction.
- Built, managed, and mentored an extremely talented creative team of nine. Consisting of five designers, three front-end developers and one full time flash developer. This team is responsible for the successful incorporation of the Social Projects networking platform, design, and implementation on MTV Network properties, MTV.com, The Daily Show, Jackass World, Comedy Central, and VH1 Classics. In addition this team has created other high profile entertainment social networking sites for Universal Music Group such as 50cent, Pussy Cat Dolls, and Soul Ja Boy. Completion of these sites comes from a cultivated understanding of the importance of being flexible and versatile, while maintaining objective momentum.

## Experience Cont.

---

June 2007 - Present

### Creative Director – BETA Records LLC

- 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. Frequently, knowledge and information from these analyses was incorporated into presentations for potential investors.
- Hired, managed, and directed a five member creative team. Two designers, two front end developers, along with one Flash developer. This talented team was responsible for applying design treatments across newly designed web pages, advertising both web and print, print collateral, BETA Gear (merchandise), marketing materials, leave behinds for the sales team, conversion of completed design comps into live web pages, maintaining BETARECORDS.COM, creating Flash media players, interactive modules, internal advertising animations on BETA Records.com and development of widgets for placement on third party sites such as MySpace and Facebook.

June 2005 – January 2006

### Creative Director – Danoco Brands, Inc.

- Was hired to design and develop of an intuitive user interface and crisp visual design for Danoco Brands.com. With over 40 home improvement product vendors with almost 4500 items the research and information design phase of the project was an organizational marathon, at completion we had a site map in the neighborhood of 1250 pages. After site launch, the duties of the design staff consisted of on going design, usability, and content updates, along with the production of print marketing materials, print advertising for magazines /news papers, and of course business cards etc.
- Hired and managed a three person creative staff. One full time front-end developer along with two web designers, one fulltime and one freelance.

## Clients

---

- Apple, Microsoft, MTV Networks, Universal Music Group, Charles Schwab, Ducati, Siebel, Hewlett-Packard, Comaq Computers, Agilent Technologies, Tibco, Synopsis, Xerox