

Adam Brown
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Hello -

The Creative Director position is a very important and influential role within any growing corporate structure. So, why me?... First of all, my online portfolio (and blog), Adam469.com, speaks volumes about my process and success with collaborative problem-solving, graphic story-telling, and strategic risk-taking. It also showcases some of the cool brands (big and small) that I've worked/played with - Adobe, Bohemian Creamery, British Airways, CamelBak, Chipotle, LeapFrog, Levi's, Musco Olives, Nestle, Nike, Nickelodeon, Noah's, NVIDIA, Worldwide, and Quiznos. But when hiring, there is that certain something that can't just be viewed, clicked on, or even downloaded; it needs to be felt, perceived, experienced... And that is the concept of "fit". Is there a connection of mutual respect, kindness, spirit, and vision between me and frankly, everybody at the company? I do believe that to achieve the best, award-winning creative work, the happiest clients, and most inspired teams, that this simple notion of "fit" can be more important than pure talent.

With that said, I have over 18 years experience in the field of design management and creative direction. My professional responsibilities have included the hands-on direction of diverse teams focusing on brand strategy & development, packaging & print collateral, interactive media & advertising, and ensuring design quality & innovation. Whether the in-house creative team is 6 or 26... I've successfully led designers, art directors, writers, producers, information architects, illustrators, and Flash animators in the development of effective design strategies and innovative creative solutions, in tandem with balancing the real world extremes of time and budget.

And finally, I would simply say that my strength lies primarily in conceptual design, my inspirational leadership/mentorship style, and in a collaborative approach to the creative process. My weakness, on the other hand... Root beer floats.

Please find my resume and portfolio sampling attached, and let me know if there is anything further you need from me in order to keep moving forward with this exciting CD opportunity.

Thanks.



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Experience:

Creative Director - Adam469 Design, Mill Valley, CA; 2007-Present

As the times they are a changin', new strategies in design and marketing are required to successfully communicate to our ever-evolving world. So, I've established Adam469 Design... A design services firm that plans, creates, and delivers integrated (and often non-traditional) branding, marketing, advertising and social media campaigns to engage customers and drive transactions. Clients include: Adobe, Bayer, Beaulieu Vineyards, California Closets, CamelBak (Formium), Chipotle (SolutionSet), Dole, DotGreen, Nestle (Futurebrand), LeapFrog, NVIDIA, Sonoma Valley Hospital, Sonoma International Film Festival, Worldwide, and more.

Creative Director - Addwater2, Sonoma, CA; 2003-2006

Addwater2, a Sonoma-based advertising and design firm providing big brand marketing strategies to small and medium-size organizations. From Wine Country tourism to global med-tech, we utilized simplified process methodology to provide effective strategy, design, advertising, and web development and marketing, as we endeavoured to "simply Addwater2 grow your business". Accounts include: Artefact Design & Salvage, Boston Private, Reunion Blues, Safari Books Online, Sonoma Valley Inn/Dry Creek Inn, Sonoma Valley Visitor's Bureau, Syncor, Wine Country Party & Events, YMCA of Santa Clara Valley.

Creative Director - Tesser Inc., San Francisco, CA; 2000-2002

At Tesser, a design firm specializing in strategy and branding for both print and digital media, I created business processes and methodologies, and guided the growth and operation of the design team. My responsibilities included the design and direction of identity, packaging, print collateral, and interactive strategies and solutions for such varied industries as biotech, food, fine art, and casual dining. I was also instrumental in the development of new business and established productive on-going relationships with clients, agencies, and vendors. Accounts included: Agilent, Chevys, Clorox (Armor All), Denver Art Museum, Noahs Bagels, Musco Olives, NetIdentity, Proligo, Quiznos Sub.

Creative Director - Cambridge Technology Partners, San Francisco, CA; 1999-2000

Having already established a reputation as the global leader in technology systems integration, Cambridge Technology Partners (CTP), was reestablishing their position in integrated, end-to-end new media solutions. I endeavored to bring balance and stability to the process by building a unique and competitive creative presence for CTP on the West Coast. I strategized, designed, directed, and produced interactive web experiences, and innovative "web-mercials". The goal was an overall atmosphere of quality, collaboration, invention, and fun for everyone – the clients, the project teams, and ultimately for the end users. Accounts included: Seagate, Wells Fargo ("The Next Stage"), PetCo (Petopia.com).

Creative Director - AGENCY.COM, Dallas, TX; 1998-1999

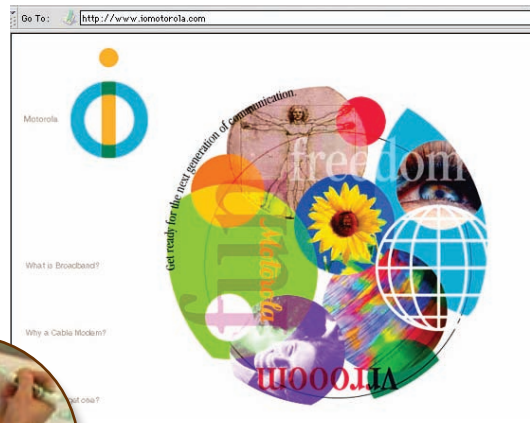
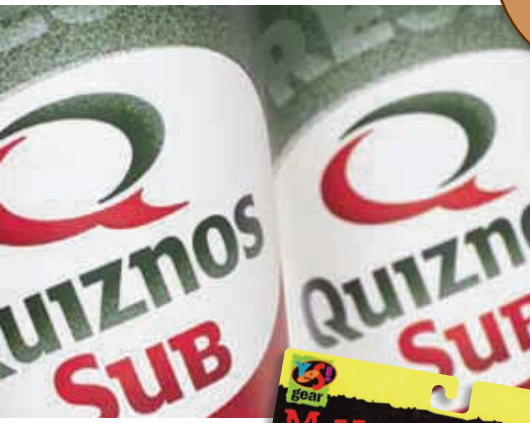
At AGENCY.COM, a global leader in Interactive Relationship Management, I furthered the frontiers of internet, web advertising, and digital video design. I worked very closely with designers, information architects, illustrators, and animators; while simultaneously in tandem with the strategy, technology, project management, marketing and sales teams inside the Dallas office and throughout AGENCY.COM's global network of offices. I strongly believe in communication as the backbone of any good working relationship and therefore I worked closely with the clients as well as team members, whether in Dallas, New York, London, or anywhere on the world wide web. Accounts included: British Airways, Mattel, Motorola, EnronOnline, Nike, Sharp, Sprint, and 3M.

Education:

San Jose State University - 1987

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Below is a sampling of my identity, print, and interactive portfolio... Much more available upon request, at www.adam469.com and at adam469.blogspot.com.



California Closets
 Website : Advertising : Collateral

Quiznos Sub
 Identity : Environment : Collateral

YES! Entertainment
 Identity : Packaging : Product

Noah's
 Identity : Print Collateral : Website

British Airways
 Websites : Concorde & Online Booking

Wells Fargo
 Online Strategy : Identity Tagline

Reunion Blues
 Identity : Advertising : Website

Motorola
 Award-winning Website

Musco Olives
 Identity : Packaging : Website