

Addam Winsenburg

Art Direction + Design + Ideas

Get in Touch

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415.640.4733

I have fourteen years experience designing for the web. In that time I have produced everything from online advertising, websites, microsites, trade show video installations, eLearning applications, iPhone applications, widgets, print marketing, kiosk interfaces, Flash and After Effects motion design to short films and audio design.

I've had the pleasure of working with over a hundred brands including Nike, Sony, Nokia, Hewlett-Packard, Subaru, ESPN, Hanes, Purex, Microsoft, Champion, Verizon, Verizon Wireless, Wells Fargo, Charles Schwab, Loreal, SC Johnson, Chase and Avaya.

I have also freelance Art Directed for companies such as Sapient, Draft FCB, Atmosphere BBDO, McGarryBowen, Razorfish and Kadium. I understand and enjoy the process from brainstorming to launch.

Aside from creating interactive design experiences, I founded and am the Creative Director for a publishing company and the street photography magazine I Heart Magazine. My camera's always loaded.

I love what I do and love new challenges, challenge me.



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♥ Experience

Night Agency

Art Director (2008 - 2009)

Concepted, Art Directed and designed a variety of banner campaigns, microsites, email templates and various rich media. Partnered with interaction designers in the conception and creation of online media. Oversaw the development process, provided support and quality assurance on a variety of projects. Worked with the strategy and marketing teams in the ideation of projects. Mentored and managed freelancers. Provided guidance and support to third party vendors and internal client teams. Participated in a variety of new business pitches. Client facing responsibilities included the creation and presentation of creative decks and providing creative guidance.

Clients :: Hanes, Purex, Champion, Christiania, Mark Girl, Identitee, Disney, Fels-Naptha, Sta-Flo, Borateem, Zout, Astepro, STA Travel, Filenes Basement, Dice, Keep a Child Alive, Keds, G by Guess, Borax, Pure & Natural

RGA

Visual / Flash Designer (2007 - 2008)

Over the course of nearly two years I concepted and designed a variety of banner campaigns, widgets, microsites, kiosk interfaces, email templates and various rich media. Participated in a variety of new business pitches. Partnered with interaction designers in the conception and creation of online and in-store kiosk media. Oversaw the development process, provided support and quality assurance on a variety of projects. Designed in-store kiosk interfaces for approximately eight months. As part of the online advertising department, I was responsible for the ideation, design and Flash animation of various online advertisements across multiple clients.

Clients :: Nike, Subaru, Loreal, Nokia, Virgin Atlantic, SC Johnson, Avaya, Barnes & Noble, Verizon, Verizon Wireless, Verizon Business

Modem Media / Pubicis

Visual Designer (2005 - 2007)

Primarily working on the Hewlett-Packard account, I was responsible for the concepting and design of a variety of banner campaigns, microsites, email templates and various rich media utilizing brand guidelines. Provided mentoring to junior designers. Participated in a variety of new business pitches. Produced Flash and After Effects animations. Handled multimedia optimization, editing, conversion and implementation. Presented new work to clients on a weekly basis. Contributed to winning a \$15 million account.

Clients :: Sony, Hewlett-Packard, Microsoft, Charles Schwab, PopCap Games, Wyeth, Disney, Modem Media, Wells Fargo, Amgen

Entercomm Inc.

Junior Designer / Senior Front End Developer (2004 - 2005)

Sliced, optimized and coded websites in HTML, CSS and XHTML. Implementation of JavaScript, Cold Fusion and PHP. Assisted Creative Director with design tasks as needed. Handled multimedia optimization, editing, conversion and implementation. Worked in various CMS Systems to update websites. Handled database management. Produced Flash and GIF animations for use in projects.

Clients :: Worked on over 60 accounts including Hewlett-Packard, Caliper LS, Spansion, Historic House Hotels and Sunesis.

Engine8

Designer (2004 - 2005)

Assisted Creative Director with design tasks as needed. Produced promotional print materials including brochures, business cards and flyers. Handled multimedia optimization, editing, conversion and implementation. Sliced, optimized and coded websites in HTML and CSS. Photography and retouching of event photos as needed. Produced Flash and GIF animations for use in projects.

Clients :: Suede, The Telegraph, AGI Capital, Baywoods Homes, Oakland China Wildlife Preservation, Wyndham Terrace

I Heart Magazine / I Heart Publishing

Founder / Creative Director (2007 - Current)

Responsible for conception, Art Direction and design of the magazine, print advertising, online marketing, business cards and company website. Developed brand identity system. Worked with third party vendors and contractors. Gathered estimates, negotiated rates and insured prompt settlement of invoices. Organization and setup of bi-coastal art shows. Oversaw and provided quality assurance during the offset printing process. Streamlined the sales process both on and offline. Produced mailable media kits to support marketing efforts. Partnered with distributors both nationally and globally. Created project plans, budgets and schedules. Directed photo shoots and contributed photography to the magazine.

I Heart Design

Freelance Art Director (2003 - Current)

Worked on a variety of project including websites, microsites, banner campaigns, rich media, print materials, iPhone applications, trade show video installations, eLearning applications and photography assignments. Worked on new business proposals, contracts and briefs. Presented work to clients and managed expectations. Collaborated with development teams and contractors.

Clients :: Wells Fargo, ESPN, Atmosphere BBDO, Sapient, McGarryBowen, Draft FCB, Razorfish, Kadium, GameSpot, ATA, Hawaii Chamber of Commerce of North America, Shadi Clothing, Raoul Wallenberg Jewish Democratic Club, Vitesse Learning, Petrini Van & Storage, Hukilau Restaurant, Redfall

♥ Specialties

Photoshop, Flash, Illustrator, InDesign, ImageReady, Fireworks, Dreamweaver, CSS, HTML, MAC + PC. Familiar with ActionScript, After Effects, 3D Studio Max, video and audio editing.

♥ Education

The Art Institute of California - San Francisco

Web Design & Interactive Media, 3.9 GPA

Graduated with honors, won best portfolio of graduating class

Bay Area Video Coalition

After Effects 1 - 4, Photoshop for Photographers, Interaction Design

Southeast Community College

Microcomputer Technology

Graduated on the National Dean's List