



ADAM BUNKE

Creative Director

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Qualifications Profile

Challenge-driven and top-performing creative director, known for expertise in all facets of creative design conceptualization, planning, and implementation.

Detail-oriented professional, with comprehensive experience in user interface and user experience design; storyboard development; and big picture strategy formulation. Out-of-the-box thinker, with track record of boosting operational efficiencies by introducing various tools, programs, and standards. Effective communicator and trainer, with well-honed collaboration, account relations, presentation, and interpersonal skills.

Core Competencies

- Advertising and Branding
- Project and Campaign Management
- Pre-press and Pre-flighting
- Web Design
- Personnel Support and Development
- Marketing Needs Assessment

Education and Credentials

Associate of Science in Graphics Technology – Design Option

Daytona State College, Daytona Beach, FL

Graphic Design Production Certificate

Graphic Design Technology, Interactive Media Certificate

Graphic Design Technology, Design Support Certificate

Professional Affiliation

The American Institute of Graphic Arts,
Supporting member

Community Involvement

NYCares, Volunteer

Technical Skills

Microsoft Office Suite	PowerPoint Word Excel
Operating System	Mac Windows
Apple iWork Suite	Keynote Pages Numbers
Front-end web	Dreamweaver Sublime Text
Design Tools	Photoshop CC, Illustrator CC, InDesign CC, Experience Design CC, Premiere Pro CC, After Effects CC, Acrobat DC, Fireworks, Sketch
Prototyping Tools	Invision, Balsamiq
Font Management	Extensis Suitcase, Linotype FontExplorer
Workflow Management	CurrentTrack, Basecamp, Workamajib, Asana

Professional Experience

Remedy Partners | New York, NY

Creative Director

2016–Present

- Employ keen attention to detail in reviewing and commenting on concept works
- Facilitate meetings with various departments regarding different states of brand and marketing efforts as well as lead training sessions for software, information sessions for best practices, and team discussions
- Evaluate and administer team workflow and productivity
- Assume full accountability in planning and designing big picture projects
- Spearhead projects and practices across traditional, digital, and experiential channels
- Establish brand standards and rollout through the corporate structure as well as Marketing Team infrastructure while initiating brand awareness campaigns, marketing automation strategies, and brand discovery sessions
- Serve as the co-lead on all marketing strategy and lead on all brand strategy initiatives

Career Highlights:

- Pioneered numerous companywide initiatives, which included the following:
- Design program which contributed in improving cohesion between departments, which enabled better communication and streamlined processes that introduced design tools to maximize to design efforts;
- Brand element standards, that uniformed companywide work processes;
- Marketing Team, that served an integral role in administering email programs, marketing automation programs, brand awareness campaigns, internal communications processes, and workflow management system;
- Creative Collective, a session to discuss issues and ideas toward projects, which improved staff retention and morale; and
- Company intranet, thus streamlining organizational efficiencies

UX/UI Team Lead

2014–2016

- Managed all stage of UX/UI software product design initiatives, such as sketching, wire framing, prototyping, and visual design
- Fulfilled various functions which include the development of visual languages along with standardized rule of use; design of overall experience of the product enterprise; and formulation of innovative idea for product design
- Served as the key person in charge of presenting work results to department heads, product managers, and stakeholders
- Participated in various comprehensive team discussions, such as follows:
 - Product feature grooming sessions;
 - Sprint planning sessions; and
 - Join application design (JAD) sessions
- Scheduled meetings with stakeholders and business analysis to update status on user stories and project charters; and facilitated one-on-one meetings with direct reports
- Assessed all design work from the team and conducted validation sessions of design work and proposed functionality
- Capitalized on industry skills in designing interfaces, flows, and prototype as well as; developing and integrating processes

Evok Advertising and Design | Heathrow, FL

Interactive Strategy and Development Manager

2014

- Directed all facets of the interactive aspects from design and development efforts to strategy proposal and sale
- Devised effective digital marketing strategies for the client
- Took charge of developing and designing client websites and application interfaces
- Administered search engine optimization (SEO) initiatives for the agency as well as the clients, which involved contractor management, auditing, and data assessment
- Generated detailed reports regarding website visitation, SEO, and projections

- Proposed brand and advertising plans to clients and creative director
- Functioned as the associate creative director in charge of reviewing and guiding work in various facets of the Creative Team
- Provided supervision and mentorship to designers as well as developed training programs
- Instituted processes aimed to integrate interactive opportunities into the organizations own workings and workings of clients, which involved maintenance and audit, email campaign design and development, and wireframe processes

Career Highlights:

- Streamlined reporting, wireframe, design, and prototype processes as well as improved standards for designing and programming email templates through the development of Interactive Design Program
- Played a lead role in the complete development of agency website, email program, and interactive strategy approach overhaul, which resulted in the significant increase in visitation and lead generation as well as improvement in search ranking
- Acted as the key person in developing the following:
 - Ocala and Marion county website and brand that won the Adrian Award from Hospitality Sales and Marketing Association International; grew occupancy by 16.2%, Facebook likes by 6000% (11,600,000 engaged users), and total reach by 1,137%; and outpaced visitflorida.com website visits by 236%; and
 - New York Hilton's 50th Anniversary website experience, that attained 750 unique entries, 7,000,000 impressions, and 7,250 Facebook fans

Senior Interactive Art Director

2013–2014

- Carried out the design and planning of all collaterals, campaigns, experiences, and brand initiatives in the interactive space
- Collaborated with the creative director in reviewing creative drafts
- Demonstrated first-rate performance in administering diverse work functions, such as:
 - Development of sketch concepts and rough drafts;
 - Design and presentation of compositions to clients and the management; and
 - Management of project schedule and progress
- Coordinated with the management to support the creation of pitch decks and RFP response oversight as well as contractors on the development of interactive properties
- Formulated necessary concepts and design works for traditional efforts

Benedict Advertising | Daytona Beach, FL

Art Director

2012–2013

- Administered the design of identity systems, POP, and various channel deliverables for national and international brands, which included SUBWAY® restaurants, Guy Harvey, Coca-Cola, and Frito Lay
- Interfaced with account executives in identifying client needs and generating project charters
- Held responsibility in designing materials, campaigns, experiences, and brand initiatives
- Worked closely with the creative director in generating sketches, roughs, and compositions

Career Highlights:

- Played an instrumental role in building partnerships between SUBWAY® restaurants and Guy Harvey, which united Subway franchises all along the coast in effort to fight the effects of the BP oil spill and support ocean conservation
- Attained the 2010 Judge's Choice at the local ADDYs', which increased overall public relation and prospective client interest
- Introduced an interactive design in-house program, that enhanced company reputation in the interactive space
- Obtained various accolades, which include seven gold, seven silver, and six bronze American Advertising (ADDY) Awards for exemplifying outstanding performance

Graphic Designer

2009–2012

- Played a key role in designing collaterals for both the agency and clients, such as SUBWAY® Acrobat restaurants Acrobat
- Determined client needs and provided project charters along with account executives