Adam Rotmil

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Creative Direction, UX Research, UI Design, and Front-End Development.
Visual identity systems, culture transformation, interface design, brand strategy, naming, project and team management. Adobe Suite, Atlassian Tools, UXPin, Sketch, Angular, JS, CSS, HTML.
Twenty Years of Experience

Experience

CREATIVE DIRECTOR AND UI DESIGN LEAD, PERFECTA
October 2016–Present

Creative director for a software firm with DoD Intelligence clients (NSA, DIA, JSOC, FBI) and Fortune 500 clients. I guide UX design and brand strategy on all projects at the company, and am responsible for the overall quality of work produced by the design department. I am the owner of daily creative team output, thinking strategically about client experiences, and how today's design work fits into that plan. I am leading and managing a staff of two designers, and taking a hands-on role in UX research and UI design.

• Lead UX research and UI design for a system that allows special operators to manage synthetic personas. Its database schema includes attributes such as a synthetic's age, hometown, social security number. The system helps with deconflicting active assignments (e.g., Agency X and Agency Y won't chat on the dark web). Used explicit and pattern affordances to make the UX more obvious and easy to use.

• Hands-on leadership of UX research and UI design for a web application that allows military commanders to review a battle or battle segment. Commanders can see a map of where assets went, much like Uber, and within a timeframe can review all text messages, photos, videos, or other media associated with people in the battalion. An audit of the customer journey lead to user stories, which informed the design of storyboards and task flows.

• Designed a UI for a system that manages shell companies for obfuscation and misdirection, similar to VPN, but with more noisy wash points. Pattern affordance was similar to an airline reservation process.

• Designed a UI for a system that manages video feeds and metadata. Users can drag/drop edges and nodes to create and manage video feeds.

• Championed and used "18F" methods, like heuristic evaluation, bodystorming, dot voting, affinity diagrams, creating journey maps and personas.

• Lead a rebranding of the company: renamed the company and products; developed a position statement and core values; designed a logo, visual identity system and brand architecture; designed a brand guideline book; redesigned the website; designed templates for all marketing collateral; refreshed the social media properties; worked with a writer to develop a media and public relations strategy.

SOFTWARE DEVELOPER, ABLEVETS (ACCENTURE)
April 2016–September 2016

Wrote front end code in Angular for a mobile-optimized web app that lets veterans share their health information with their provider, and pushes reminders, such as when to take diabetes medications.

- Wrote front-end code in Angular.
- Participated in sprints as part of the agile methodology.
- All code was based on specific UI wireframes. I know what details are useful for developers to have in a wireframe, and how things get produced.

SENIOR SOFTWARE ENGINEER, ASM RESEARCH (ACCENTURE)
November 2015–April 2016

Wrote front end code in C# for a helpdesk ticket system for the VA.

- Wrote front-end code in Razor and C# with a SQL database.
- Wireframed UIs using Adobe Illustrator.
- UX research helped reduce call-back delays three fold.

REGIONAL DIRECTOR, HACKER X
January 2015–January 2016

In this voluntary role, I lead one of the best passive networking events in the DC/VA area for developers and the UX/UI community.

DIGITAL DESIGNER, EY (ERNST & YOUNG)
May 2015–November 2015

As a member of the in-house design team, I worked with many of EY's 130,000 global employees to design reports, whitepapers, presentations, proposals, web pages, email blasts, and infographics. I served as a design manager, working with project traffickers around the world, as well as a global design staff of nearly 50 people.

- Experience designing for a corporate brand with a visual identity system.
- Helped manage a global design staff of nearly 50 people, to keep projects on track and to keep production going 24/7.

DIGITAL ASSOCIATE, THE PEW CHARITABLE TRUSTS
February 2012–May 2015

Designed infographics, reports, social media graphics. Managed a junior producer and performed digital production work for the company website. Performed user acceptance testing during two website redesigns.

- Experience designing for a corporate brand with a visual identity system.
- Direct UX experience from user acceptance testing. Identified bugs and pain

points. Took action on bugs that were assigned to me, improving the user experience of the site through narrowly focused microinteractions.
• Designed wireframes and user interaction flows based on an audit.
• Performed photo research and designed infographics for journalists.
• Worked in a comms department with a top-notch process and tightly integrated pipeline: from concept kickoff, to copy writing, to design, to digital production, to QA, to refinement and process feedback.
• Content of site helped the White House and other world bodies craft legislation affecting civic life and our environment. Event guests included Elizabeth Warren, Chelsea Clinton, Mark Warner, and Darrel Issa.

SOCIAL MEDIA STRATEGIST, ADVERTISING WEEK
October 2010–May 2014

In this voluntary role, I helped grow a Twitter community. I published monthly articles in Advertising Week, interviewing subjects around the world about design and creativity.

• Twitter community grew from 6,000 to 70,000 people over four years.
• Published over 50 articles about design and advertising.
• Promoted Advertising Week, the world's best gathering for advertising industry, creative, and technology professionals.

AGENCY PRINCIPAL, ADAM ROTMIL DESIGN
May 2002–February 2012

For ten years, I ran a freelance design outfit, working both onsite at agencies and remotely for clients.

Representative Projects

• Akamai: branding consultant, researched logo identities.
• Jerry Kuyper Partners: research affiliate, provided verbal branding consulting during the development of the Cigna brand, AmeriCares, and Lancôme.
• WONS KK (Japan): designer/developer, designed wireframes and high definition comps for e-commerce website templates. Wrote HTML/CSS/JS.
• Beth Singer Design: senior designer, designed a book for AIPAC.
• Brown Brothers Harriman: designer, helped design company collateral.
• Korn Design: designer, helped design a catalogue for Harvard University.
• Kor Group: designer, helped design advertisements for Michael's stores.
• Hull Creative Group: designer, designed annual report for US Park Services.
• Eastern Research Group: designer, designed reports for the EPA.
• Thrivent: information architect, designed a dynamic financial statement.
• AIG: information architect, designed a dynamic financial statement.

ENGLISH TEACHER, AEON AND UNITED CULTURE SCHOOL
February 2008–July 2010

Moved to Japan and taught English. Learned excellent team building, teaching, presentation, sensitivity, inter-cultural, and problem-solving skills.

SENIOR DESIGNER, NERA ECONOMIC CONSULTING
October 2002–January 2006

Worked with sister firm Lippincott to roll out a new brand, bringing together all of the Marsh & McLennan companies. Promoted to Senior Designer, I led the rebranding and redesign of NERA's visual communications. I manged a team of two designers locally, and three remotely.

- Brought the company's business units together so the visual communications spoke with one voice and represented the same brand promise.
- Led the redesign of several websites, from wireframe to mockup to working with a developer, and making adjustments after launch.
- Designed templates for a full suite of marketing collateral, and managed the designers to produce a steady stream of consistently excellent content.
- Earned a promotion and built the design team, hiring two designers and working with three designers in the UK and San Francisco.
- Improved communication with the Tokyo office, which had been doing its own thing, and brought it into the fold with the global brand.
- Project leads from the website generated over $30 million during the first year; traffic increased tenfold during three years.

DESIGNER AND TYPESETTER, COURIER PUBLICATIONS
Summers of 1997 and 1998

Worked my way up from the press floor at a newspaper and designed advertisements. Learned to work quickly and operate in a business setting.

Education

B.F.A., LESLEY UNIVERSITY COLLEGE OF ART AND DESIGN
May 2002

A four-year degree program in design. We focused on foundation art classes, graphic design, typography, photography, and interaction design.

COURSEWORK, HARVARD UNIVERSITY
Fall 2002

An introduction to the Japanese language.

Winter 2014

An introduction to Javascript.

GUEST, BASEL SCHOOL OF DESIGN SWITZERLAND
Fall 2004

Typography workshop with Wolfgang Weingart.