

ADAM SEIDMAN

CREATIVE EXECUTIVE

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EXECUTIVE SUMMARY

Accomplished creative leader with over a decade of experience delivering thoughtful, impactful stories via advertising, exhibits, concept art and design, creative writing, experience design, and social media. An adept storyteller who crafts compelling content and themes that capture attention and evoke emotion. Proven success in a variety of fields and acquires new skills and knowledge quickly. Guides talented creatives by sharing vision and empowering them to maximize their potential.

Specialties include: Project Management, Experience Design and Development, Concept Creation, Brand Identity

PROFESSIONAL EXPERIENCE (SELECTED, MOST RECENT POSITION GIVEN)

POLYSCIENCE

7/2017-PRESENT

Associate Creative Director

The first associate hired for the new in-house Marketing Agency. I was rapidly elevated to a creative leadership role, spearheading projects that touch all aspects of the company, including Engineering, Production, Sales, Customer Service, and IT. Art directed and coordinated campaigns across multiple platforms for a global audience.

MAJOR ACHIEVEMENTS:

- Creative direction of aesthetics and UI/UX for several new products, including the award-winning DuraChill Recirculating Chiller
- Developed the company's first brand identity guide, dictating brand standards and practices
- Redeveloped company website and trade show booths (both physical and virtual)
- Managed large-scale photo shoots and digital video productions
- Established a new render database of CG models and materials for use in visualization, advertising, and documentation

PEGGY NOTEBAERT NATURE MUSEUM

10/2016-4/2017

Exhibit Contractor

Contracted to lead all fabrication teams in the Exhibits department and to design and develop a traveling museum exhibition. Oversaw maintenance and restoration of all existing exhibits.

MAJOR ACHIEVEMENTS:

- Designed, fabricated, and installed the "Our House" exhibit, a temporary exhibit set to travel to other sites
- Prepared "Weather to Climate" exhibit for travel to Boston

CHICAGO HISTORY MUSEUM

3/2014-10/2016

Exhibit Preparator

Began as a volunteer in the Exhibitions department and was brought on as a project hire for several major exhibits and installations.

KEY RESPONSIBILITIES:

- Assisted in fabrication, installation, maintenance, and de-installation of temporary and permanent exhibitions
- Participated in the care and safe transportation and storage of historical artifacts

MODERN LUXURY MEDIA

12/2013-10/2014

Marketing Intern

Honed marketing skills while working to drive brand awareness and brand capital of Chicago market Modern Luxury publications.

KEY RESPONSIBILITIES:

- Updated and maintained social media accounts for multiple publications
- Oversaw and facilitated private events for readers, advertisers, and celebrities

CAREER NOTE

Previous work includes time as a director, screenwriter, production manager, and production assistant in the independent film industry. I also have extensive experience in Retail, Logistics, and Hospitality. Additional career details available upon request.

EXPERTISE

SKILLS

- Leadership
- Film/Video Production
- UI/UX Development
- Brand Identity and Logo Design
- Art Direction
- Copywriting
- Concept Design
- Social Media
- 3D Modeling (Hard-Surface and Concept)
- Product Visualization
- Exhibit Design
- Visual Prototyping
- Carpentry and Engineering
- Graphic Design
- Creative Writing

TECHNICAL PROFICIENCY

- Adobe Creative Cloud/Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, etc.)
- 3D Packages (e.g. Blender, Maya)
- Microsoft Office (Word, Excel, PowerPoint, Outlook, Project)
- CAD Tools (e.g. Solidworks, AutoCAD)
- Project Management Tools
- Video Editing Suites (Final Cut, Adobe Premiere, Avid)
- Web CMS and Website Design (WordPress, Drupal, etc.)
- Remote Work Tools
- Social Media (Facebook, Instagram, Twitter, LinkedIn, Pinterest, TikTok, WeChat)
- Marketing Data Analysis Tools (Google Analytics, Drift)

EDUCATION

DEPAUL UNIVERSITY

Bachelor of Arts

Major: Design for Entertainment and Tourism

AWARDS AND ACCOLADES

- Lifetime member of Phi Kappa Phi National Honor Society
- Best Virtual Booth Design, Pittcon 2021
- Laser Focus World Innovator Awards, Gold Honoree 2020
- Innovation and Tech Today Innovation Award 2019

LANGUAGE PROFICIENCY

- English - Native Speaker
- Spanish - Basic
- German - Advanced
- Japanese - Basic to Intermediate
- French - Basic