

# ADAM SEIDMAN

CREATIVE LEADER



847-858-9667



Orlando, FL 32836



adamseidman@gmail.com



linkedin.com/in/adam-seidman



https://portfolio.chateaux-arts.com/1/1.html

PROJECT MANAGEMENT | EXPERIENCE DESIGN AND DEVELOPMENT | CONCEPT CREATION | BRAND AND IP GUARDIANSHIP | THEMED PRODUCTION

Award-winning creative leader with more than 20 years in Entertainment and Design, focusing on implicit storytelling delivered through experiences, across a diverse array of creative and business fields. Consistently delivers thoughtful, impactful stories in cinema, exhibits, concept art and design, and advertising. An adept storyteller whose vision guides talented professionals to execute original experiences across numerous art and technical disciplines while preserving brand standards and voice. A collaborative leader who encourages growth and learning, throughout all levels of organizational hierarchy.

## PROFESSIONAL EXPERIENCE

### CHATEAUX-ARTS

5/2020-PRESENT

#### Founder, Principal Designer

Launched as a boutique design agency, specializing in small business and creative needs in the entertainment and marketing spaces.

##### CLIENT SERVICES INCLUDED:

- **Developed concept art** for projects and campaigns.
- **Codified brand identity**, ensuring brand and IP consistency across all channels.
- **Created bespoke artwork, editorial, and creative writing content** for use in publications, marketing, and environments.
- **Developed high volume marketing campaigns and strategies** for both broad and niche audiences.

### POLYSCIENCE

7/2017-6/2023

#### Creative Director

Became the first creative director in company history, shepherding a 60-year-old brand into the modern era, both procedurally and technologically, without compromising core values. Managed projects across a variety of disciplines, uniting engineering, production, and creative, to deliver agency-caliber results from an in-house team. Work with PolyScience is ongoing, via a Chateaux-Arts contract.

##### MAJOR ACHIEVEMENTS:

- **Directed aesthetics and UI/UX for award-winning products**, including the DuraChill Chillers line.
- **Instituted the company's first Brand Identity Guide**, dictating brand standards and practices.
- **Redeveloped company website and trade show booths** and wrote creative briefs for collaboration with private contractors and vendors.
- **Produced six-figure large-scale photo shoots and digital video productions** spanning several weeks or more.
- **Established a new render database of more than 1000 CG models and images** for use in visualization, prototyping, advertising, AR experiences, and documentation.
- **Directed private label design of more than 100 products**, consistent with all partner intellectual property, and the development of shared IP, including exhibit content and visual prototypes for Fortune 100 multinational corporate customers.

### PEGGY NOTEBAERT NATURE MUSEUM

10/2016-4/2017

#### Exhibit Contractor

Assumed the role of Interim Fabrication Manager in the Exhibits Department and successfully led the design, development, and fabrication from concept to gallery in only five months. Contracted to lead Exhibits department fabrication team and oversee maintenance and restoration of all existing exhibits and interactives, including budgeting and recruitment.

##### MAJOR ACHIEVEMENTS:

- **Co-designed, fabricated, and installed the "Our House" exhibit**, a temporary traveling exhibit, managing fabrication and installation teams and sourcing all necessary additional tools, building materials, and personnel.

### CHICAGO HISTORY MUSEUM

3/2014-10/2016

#### Exhibit Preparator

##### KEY RESPONSIBILITIES:

- **Fabrication, installation, maintenance, and de-installation** of temporary and permanent exhibitions.
- **Care, safe transportation, and storage of hundreds of historical artifacts** curated for archival and exhibit use.
- **Preserved the integrity of all on-display historical materials** through daily maintenance.

#### CAREER NOTE

Previous roles also include time as a director, producer, screenwriter, and production manager in the independent film industry. Additional career details available upon request.

## EDUCATION

### DEPAUL UNIVERSITY

Bachelor of Arts

Major: Liberal Arts

Concentration: Design for Entertainment and Tourism

## AWARDS, ACCOLADES, AND AFFILIATIONS

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

## EXPERTISE

### SKILLS

- Leadership
- Project Management
- Art Direction
- Concept Design
- Film Production / Video Production
- Creative Writing
- Brand Identity and Guardianship, IP Development and Preservation
- Concept Visualization and Presentation
- Interactive/Immersive/Exhibit Design
- Visual Prototyping (Visdev)
- Augmented Reality (AR) / Metaverse Production
- Fabrication, Engineering, and Carpentry Management
- Copywriting

### TECHNICAL PROFICIENCY

- Adobe Creative Cloud/Adobe Creative Suite (Photoshop, InDesign, Illustrator, Bridge, and more)
- 3D Modeling and Rendering Software (e.g. Blender, Maya)
- Video Editing and Compositing Suites (Final Cut, Adobe Premiere, Avid, Nuke)
- Project Management Tools (including Microsoft Project, Wrike, Asana)
- CAD Tools (e.g. Solidworks, AutoCAD)
- Microsoft Office
- Remote Work and Virtual Meeting Applications
- Apple and PC Operating Systems

## LANGUAGE PROFICIENCY

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