

Contact.

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Brands.

- HuffPost
- Verizon
- Humana
- TechCrunch
- Viagra
- Maserati
- Time Warner Cable
- Gilead
- Citi
- Procter & Gamble
- The New York Yankees
- Kenneth Cole
- Aol
- Pfizer
- Carlisle
- Major League Baseball
- Topps
- The Emmy Awards
- Novartis
- Toyota
- Bayer

Education.

Pratt Institute

BFA Communications Design

September 1997 – May 2001

- Presidential Honor & Dean's List

Rhode Island School of Design

High School Summer Program

June 1996 – August 1996

Design Leadership.

I'm Adam, a design leader for product, brand and marketing. I lead empowered, connected, committed, passionate and positive award-winning creative teams. We make things people love.

Experience.

Vice President, Creative Director | FinTech Citi

July 2017 – Present
New York, NY

- Hire, develop and lead a team of 19 with a focus on new product development with hands-on, oversight and mentorship responsibilities
- Partner with cross-functional directors of product, technology and marketing to evolve and communicate new product life-cycles
- Create and teach a unique design-thinking culture throughout larger organization

Global Creative Director | Director of Creative Services AOL Inc.

March 2016 – June 2017
New York, NY

- Led a cross-functional creative team of 24 focused on global brand, growth, product, content, PR, marketing and more
- Partnered and served as key point-of-contact for global creative needs and ensured alignment with brand positioning and product strategy
- Brands: HuffPost, TechCrunch, Verizon, Go90, RYOT, AOL and Yahoo etc

Creative Director | Brand & Digital RAPP

October 2013 – March 2016
New York, NY

- Led overall direction and vision on projects for client deliverables including brand campaigns, digital, product design, CRM and pitches
- Built relationships with clients at the Executive, VP, and Director levels responsible for understanding and evolving business goals
- Clients: Humana, Viagra, Time Warner Cable, Gilead, Maserati, HP, Bayer

Vice President, Associate Creative Director | Digital TBWA\Worldhealth CAHG

March 2012 – October 2013
New York, NY

- Supported the VP, Group Creative Director, Digital, to oversee the digital output of the entire agency
- Clients: Gilead, Abilify, Bayer

Associate Creative Director | Digital Carlisle Collection

June 2010 – March 2012
New York, NY

- Responsible for creation and production of all digital assets for luxury fashion brand

Associate Creative Director | Brand & Digital FairCareMD

November 2009 – June 2010
New York, NY

- Venture creative director and founding associate for agile Healthcare 2.0 startup

Art Director | Digital & Print The Connaught Group

July 2005 – November 2009
New York, NY

- Design and art lead for luxury fashion brands

Designer | Digital & Print Freelance

June 2001 – July 2005
New York, NY

- Paid dues as a freelancer for agencies and clients