

Andreas Adamec

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Everything UX

Entering the Los Angeles creative industry in 1994, Andreas was a graphic designer and art director for LA based record labels and ad agencies. A veteran pro for 14 years, he then established user experience practices at Warner Bros. in 2008, successfully evangelizing and implementing UX for the studio.

As a strategic and creative professional, Andreas has supervised and art directed graphic designers and later UX talents. Recently, he graduated from acclaimed management and leadership classes, fine tuning his management acumen. In addition, he has led various charity projects, championing teams of industry experts for both traditional web and mobile projects. Active in the UX community and recently presenting a keynote speech at a conference in London, he also mentors emerging talent looking to break into UX and creative design.

Experience

UX/UI Expert

Kaleo Software, El Segundo | **May 2015 – current**

- Interview users and stakeholders
- Create UX deliverables (flows, maps, wireframes, prototypes, etc.)
- Create visual design deliverables
- Collaborate with developers to ensure proper implementation
- Test wireframes/prototypes with real users
- Present the UX vision to new and current customers
- Create marketing collateral

Manager of UX & Design

Warner Bros. Entertainment, Burbank | **March 2014 – January 2015**

- Manage a team of UX/UI professionals
- Plan, organize, distribute, and coordinate the flow of work across the team, bring in new talent
- Lead UX workshops, product vision and research sessions
- Create UX strategy documents, proposals/estimates, powerpoint presentations, create/manage UX deliverables
- Collaborate with Project Management to streamline project related processes
- Lead/participate in UX discovery, analyze data, create personas/scenarios
- Provide user data to business units
- Collaborate with project management in the generation of requirements

UX Lead

Warner Bros. Entertainment, Burbank | **2011 – 2014**

- Manage UX professionals
- Collaborate with UI designers and developers to ensure proper execution
- Lead brainstorming/vision meetings/research sessions, analyze user data, create personas/scenarios
- Create UX deliverables (flows, maps, wireframes, prototypes, etc.)
- Test wireframes/prototypes with real users
- Provide expert evaluations for existing sites/apps
- Facilitate and effectively communicate with team members and stakeholders

UX Designer, Sr. Graphic Designer

Warner Bros. Entertainment, Burbank | **2007 – 2011**

- Perform user/stakeholder interviews, analyze data, create personas/scenarios
- Evaluate existing sites, applications and B2B portals
- Create UX deliverables (flows, maps, wireframes, prototypes, etc.)
- Create information graphics and powerpoint presentations
- Create branding and visual language for Warner Bros. sites, web/mobile applications and internal processes

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Owner, Creative Director

Adamec Design, Granada Hills | 2000 – 2008

- Consulting for brand development, identity creation and user interface design
- Execution of all services
- Client acquisition
- Handling of all facets of business administration

Sr. Designer

Skilljam, Los Angeles | 2002 – 2004

- Create the branding and visual language for online games and web sites
- Design corporate identity and marketing materials
- Create flash sites and banners

Sr. Designer

Wagner Creative, Tarzana | 2001 – 2002

- Create the branding and visual language for online experiences and print media
- Design corporate identity, packaging, marketing materials and web sites

Graphic Designer

Sonic Images Records, West Hollywood | 1995 – 2001

- Create the branding and visual language for online experiences and print media
- Code html and basic java script
- Design cd covers, identity and packaging for recording artists and movie soundtracks

Typographer

Salzkammergut Druckerei, Austria | 1992 – 1994

- Create the branding and visual language for print media
- Design corporate identity, packaging and marketing materials
- Instrumental in the weekly issue of a local newspaper

Software / Methodologies

Methodologies: 4 years experience with agile development (scrum in particular)

Mac/PC software: Omnigraffle, Keynote, Visio, Axure, Invision, Illustrator, InDesign, Photoshop, Word, PowerPoint, Dreamweaver, Microsoft Projects

iPad software: Omnigraffle, Keynote, Mindnode, Paper, Planning Pro, Grafio, Do

UX Speaking Engagements

WBTech Monthly Presentation	2012	Turner Classics UX Community Day	2013
Turner Classics UX Community Day	2012	Interact Conference London (Keynote)	2014

Education

2 Manager Classes (Warner Bros.)	2014	Internship at The Mednick Group	1995
Leadership Class at Landmark Ed.	2012 – 2013	Typography Apprenticeship (Austria)	1989 – 1992
3 UX Classes at Human Factors Int'l.	2008	Handelsschule Gmunden (Austria)	1984 – 1988