



ADAM BUNKE

Design Leader

AdamBunke.Design

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Qualifications Profile

Challenge-driven and top-performing design leader, known for expertise in all facets of design strategy, conceptualization, planning, research, and implementation.

Detail-oriented professional, with comprehensive experience in user interface and user experience design; user research; and big picture strategy formulation. Out-of-the-box thinker, with track record of boosting operational efficiencies by introducing various tools, programs, and standards. Effective communicator and trainer, with well-honed collaboration, account relations, presentation, and interpersonal skills.

Core Competencies

- Design Leadership
- UX/UI
- User Research
- Creative Direction
- Product and Brand Strategy
- Personnel Support and Development
- Design Thinking
- Design Systems

Education and Credentials

Associate of Science in Graphics Technology – Design Option

Daytona State College, Daytona Beach, FL

Graphic Design Production Certificate

Graphic Design Technology, Interactive Media Certificate

Graphic Design Technology, Design Support Certificate

Professional Affiliation

InVision Design Leadership Forum

Technical Skills

Business Tools	Microsoft Office, Google Suite, Apple iWork
Operating System	Mac Windows
Front-end web	Atom GitHub Storybook Bit
Design Tools	Adobe Creative Cloud, Sketch, Avocode, Miro, MindNode, InVision Suite, Affinity Suite, Lottie, Stark
Prototyping Tools	InVision, Sketch Cloud/Teams
Font Management	RightFont, Adobe Fonts
Workflow Management	CurrentTrack, Basecamp, Teams, Workamajig, Asana, Airtable, JIRA, Slack
Reporting Tools	Amplitude, HotJar, Fullstory, Periscope

Professional Experience

Philips; Sleep and Respiratory Care | Pittsburgh, PA

Design Director & Creative Strategist

2019 - 2021

- Defined brand communications competence strategy and drove its project pipeline for Pittsburgh Experience Design studio / Sleep and Respiratory Care
- Led Global digital web strategy initiatives
- Collaborated with other teams—Global Markets, Global Business Marketing, Global Experience Design, Connected Care business leads, external agencies, retailers, and health systems—to facilitate design-led solutions
- Facilitated and led storytelling efforts to iterate and improve upon key initiatives such as end-to-end solutions, integrated value propositions, and product recall
- Led internal research and experimentation on retrospectives and the culture of continuous learning

CareDox | New York, NY

Design Director

2017–2019

- Defined product strategy and roadmap
- Created and drove user research and testing culture
- Established and empowered a culture of innovation and design
- Prototyped, validated, designed, and delivered key products and services
- Established qualitative and quantitative product analytics structure and process
- Served as Creative Director for brand strategy and management
- Built effective design and product management teams
- Established a custom design system for use across the product ecosystem
- Collaborated with other teams—business development, sales, people operations, customer success, engineering, and operations—to workshop design-led solutions

Remedy Partners | New York, NY

Creative Director

2016–2017

- Employ keen attention to detail in reviewing and commenting on concept works
- Facilitate meetings with various departments regarding different states of brand and marketing efforts as well as lead training sessions for software, information sessions for best practices, and team discussions
- Evaluate and administer team workflow and productivity
- Assume full accountability in planning and designing big picture projects
- Spearhead projects and practices across traditional, digital, and experiential channels
- Establish brand standards and rollout through the corporate structure as well as Marketing Team infrastructure while initiating brand awareness campaigns, marketing automation strategies, and brand discovery sessions
- Serve as the co-lead on all marketing strategy and lead on all brand strategy initiatives

Remedy Partners | New York, NY

UX/UI Team Lead

2014–2016

- Managed all stage of UX/UI software product design initiatives, such as sketching, wire framing, prototyping, and visual design
- Fulfilled various functions which include the development of visual languages along with standardized rule of use; design of overall experience of the product enterprise; and formulation of innovative idea for product design
- Served as the key person in charge of presenting work results to department heads, product managers, and stakeholders
- Assessed all design work from the team and conducted validation sessions of design work and proposed functionality
- Capitalized on industry skills in designing interfaces, flows, and prototype as well as; developing and integrating processes

Evok Advertising and Design | Heathrow, FL

Interactive Strategy and Development Manager

2014

- Directed all facets of the interactive aspects from design and development efforts to strategy proposal and sale
- Devised effective digital marketing strategies for the client
- Took charge of developing and designing client websites and application interfaces
- Administered search engine optimization (SEO) initiatives for the agency as well as the clients, which involved contractor management, auditing, and data assessment
- Generated detailed reports regarding website visitation, SEO, and projections
- Proposed brand and advertising plans to clients and creative director
- Functioned as the associate creative director in charge of reviewing and guiding work in various facets of the Creative Team
- Provided supervision and mentorship to designers as well as developed training programs
- Instituted processes aimed to integrate interactive opportunities into the organizations own workings and workings of clients, which involved maintenance and audit, email campaign design and development, and wireframe processes

Evok Advertising and Design | Heathrow, FL

Senior Interactive Art Director

2013–2014

- Carried out the design and planning of all collaterals, campaigns, experiences, and brand initiatives in the interactive space
- Collaborated with the creative director in reviewing creative drafts
- Demonstrated first-rate performance in administering diverse work functions, such as:
 - Development of sketch concepts and rough drafts;
 - Design and presentation of compositions to clients and the management;
 - Management of project schedule and progress
- Coordinated with the management to support the creation of pitch decks and RFP response oversight as well as contractors on the development of interactive properties
- Formulated necessary concepts and design works for traditional efforts

Benedict Advertising | Daytona Beach, FL

Art Director

2012–2013

- Administered the design of identity systems, POP, and various channel deliverables for national and international brands, which included SUBWAY® restaurants, Guy Harvey, Coca-Cola, and Frito Lay
- Interfaced with account executives in identifying client needs and generating project charters
- Held responsibility in designing materials, campaigns, experiences, and brand initiatives
- Worked closely with the creative director in generating sketches, roughs, and compositions

Benedict Advertising | Daytona Beach, FL

Graphic Designer

2009–2012

- Played a key role in designing collaterals for both the agency and clients, such as SUBWAY® Acrobat restaurants Acrobat
- Determined client needs and provided project charters along with account executives