

## Adam Cross

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## Professional Summary

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### At a Glance:

- Highly effective, results-driven web professional with over 10 years direct experience in marketing and creative conceptualization, corporate web development and design, usability, project coordination, team management and strategic business development.
- Excels in creating win-win scenarios for clients and companies. Highly responsive – and adaptive to – client and company needs, both internally and externally. Exemplary relationship-building and interpersonal skills. Works seamlessly and effectively with a wide variety of professionals and personalities at all levels.
- Innovative, solutions-oriented approach to problem solving; unique ability to anticipate, identify, and creatively solve business and marketing challenges.
- Outstanding track record in managing and delivering projects that are on-target and on time.
- Superb verbal and written communication abilities. Adept in translating complex concepts into concrete deliverables and communicating strategies, agendas and directives.

## Professional Experience:

**November 2009 – Present**

**Creative Director**

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### FixYa

Oversee the visual direction at FixYa. Manage the design team including front-end development. Working directly with the CEO, I play a key role in defining business strategy.

**June 2009 – November 2009**

**Sr. Visual Designer**

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### MyNewPlace

Worked with the VP of Product and the rest of the product team to improve site conversion, UE and overall performance. Assisted in the design of the MNP iPhone app.

**July 2006 – June 2009**

**Online Creative Director**

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### Roost

Responsible for developing and driving brand, UX and UE for the Roost web site and all online efforts.

**July 2005 – June 2006**

**Level 3 Web Designer**

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### World Savings

Participate as a member of the User Experience Group in the design development and execution of all web-based corporate initiatives. Currently at work on a redesign of the corporate web site.

**Nov. 2004 – June 2005**

**Art Director**

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## **Affiniscape**

Responsible for developing, implementing and maintaining all aspects of corporate identity program for Affiniscape, Inc. including logo, corporate colors, web site, business cards, letterhead, envelopes trade show booth, and all marketing and collateral materials.

**2001 – 2004**

**Art Director**

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### **Point Click Direct / CISI**

#### **Creative & Strategic Development**

Responsible for developing and implementing the overall creative strategy for Point Click Direct, CISI Direct and associated programs.

- Established complete corporate identity programs including logo, corporate colors, web site, business cards, letterhead, envelopes and all marketing and collateral materials such as sales presentations, brochures and multilevel advertising campaigns.
- Outlined application specifications for SITE BUILDER, a web-based site building application that enabled us to dynamically generate highly customized, co-branded Everyday Savings Club web sites.
- Designed creative and developed content for multilevel advertising campaigns, including pop-ups, web banners, up-sell pages, emails and magazine ads. Developed a rules table along with a comprehensive ID-based naming convention, drawing from 12 unique variables that tracked creative campaigns for multiple accounts.

#### **Systems & Operations Management**

Managed the development cycles and day-to-day operations of multiple programs and initiatives. Assessed the functionality of various components, identifying and implementing the changes needed to optimize performance.

- Responsible for the integration and operation of multiple technologies and service providers associated with the Everyday Savings Club program, including development firms in Maryland, Georgia and California, call centers in the Philippines, and a fulfillment house in Florida.
- Developed a comprehensive rules table for use in the fulfillment house that defined all aspects of over 150 co-branded Everyday Savings Club sites, including site id, card type, card id, envelope id, letterhead id, welcome letter id, BRE id, shipping id, billing instructions, merchant account id, renewal period, etc. This rules table was integrated with our bulk-ordering and admin systems and channeled membership records by site ID through the fulfillment system, identifying all of the necessary component pieces for a given site's fulfillment package.

**2000 – 2001**

**Senior Web Designer**

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### **TripAdvisor**

Maintained existing corporate site while developing new design directions. Created prototypes in Photoshop and developed into functioning html demo sites for potential partners and clients.

**1997 – 2000**

**Art Director**

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### **Pegasystems**

Oversaw the design and development of all creative for the company. Managed creative team, including multimedia designer, graphic designer, web developer, and temporary employees. Conducted performance evaluations and potential employee interviews.

#### **Pegasystems' Corporate Website**

Presented a comprehensive analysis of existing web site along with a proposal for a complete redesign. Oversaw all aspects of project development. Facilitated content development within multiple departments. Directed and participated in graphics production, and managed Cold Fusion development.

#### **Pegasystems' Corporate Identity Program**

Initiated a total overhaul of Pegasystems' corporate identity program. Developed report on Identity Awareness and Brand Recognition. Presented findings at an Off-site Pegasystems' Round Table meeting to the Board of Directors and the entire Senior Management Team which resulted in identity overhaul and promotion to Art Director.

## **Education:**

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### **University of Massachusetts**

BA May 1996

Double Major: English & Psychology

Dean's List 1995 and 1996 Advanced Writing Workshop 1996

### **San Francisco State University**

December 1996

Multimedia Studies Program

Courses in Macromedia Director, Graphic Design, HTML, Photoshop and Principles of Visual Design