

ADAM KUGLIN

CREATIVE LEADERSHIP

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Product & Brand Design leader, creative director, and UX expert with 14+ years of experience producing measurable, differentiated design strategies: elevating users and shaping conversations. Synthesizing rigorous scope and global scale built at Amazon with a scrappy, solve-the-problem ethos forged in startups and small businesses. Strong creative and technical chops facilitate building bridges between functions and steering global teams through ideation, development, and launch of gravity-bending products and campaigns.

EXPERIENCE

BlinkUX | Seattle, WA

August 2022 — Current

Senior UX Designer, Apollo (Mar 2023 - Current)

Senior UX Designer, Edelman (Aug 2022 - Feb 2023)

- Design leader responsible for developing product UX and brand strategy, embedded full time into client technology divisions, collaborating with Product Managers, UX Researchers, Brand Designers, and Product Engineers.
- Launched financial wellness MVP and developed roadmap for v2.0 with top line goal of 2x increase in core performance metrics including 9 designed and approved post-MVP features including complex login flow, personalized content experiences, and user baselining assessments.
- Transformed UX and Brand team relationship to align content toolkits and partnered with Brand leadership to strengthen creative case for rebrand strategy.
- Led Consumer Insights team through rapid 0-to-1 implementation of MVP UX research program, revealing deficiencies in pre-existing CX before launch and saving 2-3 sprints' worth of post-launch cleanup.
- Designed active and passive measurement strategy and tools to drive content personalization and product growth.
- Authored and attained buy-in for company-first design system strategic plan, including WCAG 2.0 AAA compliance, governance, 12-month component roadmap, and internal socialization strategy.

Astro Pet Health | Seattle, WA

May 2021 — August 2022

Head of Brand & Product Design

- Recruited into Product and Creative leadership, reporting to CEO, for pre-seed pet health tech startup with focus on rapid scale; established foundational product and design function, including standards for accessibility, culture, hiring, and design operations.
- Built product development, UX design, and measurement strategy for native mobile MVP with 20+ product features, including account creation, health records management, reminders, settings, and learning content.
- Owned brand development initiative; led 10-person stakeholder workshops to establish brand name and story, develop creative territories, and refine direction.
- Developed 30-page brand book with logo treatment, typography, color palate, and multi-channel applications.
- Built GTM strategy with CEO; designed website, digital/social, paid advertising, and email CRM that proved a CAC <\$15 in testing.

Amazon | Seattle, WA

August 2017 — April 2021

UX Designer (May 2020 – April 2021)

Visual Designer (August 2017 – May 2020)

- Founding UX, Brand, and Content Design Lead for Amazon's Worldwide Communications organization; technical advisor to Marketing, Product, Internal Comms, Global Sustainability, Employer Brand, Social, and Whole Foods teams.
- Facilitated team of 4 Designers, 3 Content Writers, Producer, and various project teams; established product development, content, and publishing processes to drive worldwide storytelling campaigns; responsible for owned digital, web and social channel design including support for @amazonnews and @jeffbezos.
- Deployed 15 global Amazon corporate websites in 6 languages as UX lead, successfully driving mid-double-digit decrease in bounce rates for core personas and high-double-digit growth in list growth and

clickthroughs, metrics well-exceeded S-Team (C-Suite) goals.

- Tasked as Creative Director (CD) and Product Manager on Amazon Sustainability brand extension and multilingual digital experience; led team of 9 (UX Designers, Engineers, Illustrator, Publisher) to design web and digital campaign, the communications keystone for Amazon's work to beat the Paris Accords by 10 years.
- Led 3 Designers across global Fulfillment Center Tours Initiative as CD, boosting website visits and registration conversions to drive 12% YoY traffic increase across 46 sites in N.A. and E.U.; owned 12-month project across web, OOH, digital marketing, merchandising, registration UX, and in-facility wayfinding design.
- Served as Creative Director for HQ2 announcement activations and European Innovation Day Conference.
- Ran RFP and hired digital agency (Basic/DEPT), overseeing workstreams on a mid-six figure UX research and support engagement.

Kuglin. a creative studio | Seattle, WA

June 2007 — August 2017

Lead Designer & Creative Principal

- Bootstrapped digital studio specializing in creative and technical consulting, brand marketing design, and WordPress development for SMBs; developed strategic brand treatments, campaigns, websites, events, and presentations for more than 80 clients. Selected highlights:
- Somabay Egyptian Solar Challenge - Led strategy, planning, and execution of the brand and media component for a 6-day, 1,800km solar-powered motorsport event across Egypt with 300 global participants; managed budget, international media team, and production of print, social, and video/photo content.
- Seattle Yellow Cab - Designed new mobile app to reduce ride hail times from 45 to 15 seconds, and accompanying visual brand, digital, and OOH campaign strategies; "Hello Yellow!" reintroduced brand, "Ready for Departure" showcased ease of use from Seatac Airport, and "Surge Protection" contrasted Yellow's predictable flat fees with ridesharing's unpopular demand-based pricing.
- Washington United for Marriage/Approve 74 - Owned visual creative for successful \$12.4M state referendum campaign; conceived and designed first-of-its-kind mobile app for volunteers driving 1,000+ people to engage with campaign field efforts and merchandise line, generating \$250k in fundraising revenue.

EDUCATION

Dunwoody College of Technology, Minneapolis, MN | 2003 — 2004

Graphics & Printing Technology

The Art Institute of Seattle, Seattle, WA | 2007 — 2008

Graphic Design

SERVICE AFFILIATIONS

Freehold Theatre Studio/Lab, Seattle, WA | 2022 — Current

Director, Board of Directors

Team Outspoken, Seattle, WA | 2020 — Current

Member, Fundraising & Marketing Committee

SKILLS

Accessible UX, Art Direction, Brand Strategy, Brand Marketing, Copywriting, Creative Talent Development, Creative Direction, Creative Strategy, Design Systems, Design Operations, Hiring, Mobile Design, Performance Marketing, Physical Activations, Product Design, Product Research, Product Strategy, Project Leadership, Servant Leadership, Service Design, UX Research, UX Strategy, W.C.A.G. 2.0

TECHNOLOGIES

Adobe CS (AC, AE, AI, PR, PS); Confluence; Flinto; Figma; HTML/CSS; Jira; Keynote; Qualtrics; Sketch; UserTesting.com; WordPress; Zeplin