

ADAM SLAWSON CURRICULUM VITAE

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EDUCATION

1998 – 2002: BSc, First Class (Hons), Product Design with Engineering, London South Bank University.

1996 – 1998: 3 'A' Levels inc. Design & Maths, Ashby Grammar School, Ashby de la Zouch.

1994 – 1996: 9 GCSEs inc. English & Maths, Ivanhoe High School, Ashby de la Zouch.

AWARDS

RSA (Royal Society of Arts) award, Du Pont design award, Medical Futures award, and Audi Foundation design award.

EMPLOYMENT HISTORY

12/2011 – Present: Senior Project Manager (Menswear) – ASOS - Reporting to the Head of Creative Operations

Project management in online fashion retailing, managing the delivery of all menswear site and CRM content

10/2009 – 12/2011: Global Campaign Development Manager - Wunderman/Y&R - Reported to the Head of Production

Project management in digital marketing & advertising on the Nokia account

Management achievements:

Client liaising and management of in house teams (Creative, Accounts, SEO, Analysts, Production), Project managers, external creative agencies and Producers around the world in the development and delivery of numerous global advertising campaigns, retail interaction touch screens and Flash, WordPress, CMS and database driven websites.

Crisis management of a project set out to develop tag generation software.

Management of Project managers: including defining their workload, day-to-day tasks and role within the agency.

The creation, management and running of the Global team's team building strategies and activities.

Strategic achievements:

The creation of a 'Toolbox', a strategy to structuring and producing each tool required in delivering and maintaining global campaigns. This strategy reduced campaign delivery time, increased client communication, set scope for the level of reporting and was subsequently rolled out across 52 countries.

The development of a 'paint by numbers' strategy that reduced margin for error during asset and tracking tag implementation in turn it improved asset usage reporting accuracy by 80%.

Design achievements:

The creation of a document, the 'Toolbox delivery guide', that visually explains procedures involved in the delivery of global campaigns. This aid moved the client from an existing way of working, standardised procedures and is used across departments to get new starters up to speed both agency and client side.

New tag generation software user interface design and the creation of functional specification documents.

Operational achievements:

Project coordination process definition with in the global team; Standardising the process reduced the number of team project meetings by 50% whilst increasing communication and access to project status.

The development of a 'Market Visibility Report', a document that provides visibility on the core aspects of global campaigns live in worldwide markets. This improved reporting accuracy by 40%, increased client communication and is now used across the global Nokia account.

7/2007 – 10/2009: Product/Brand Development Consultant

Achievements:

Management of a start up company, Imago Trading, and creating two products/brands, websites and advertising material; I also managed financial investment, product promotion, press, wholesale and retail negotiation, driving sales from the UK to Europe and SEAP. The company turned a profit in 2 years.

Being a 'brain storming catalyst' for Butterfly, I was employed to work with different departments within a manufacturing business (manufacturing, sales, marketing, R&D, etc) with the goal of inspiring and driving the different teams to communicate and generate concepts for future development. Three ideas went into development.

New business generation whilst in Dubai, AMP wanted to present their five companies like one group to encourage investment from potential clients. I developed 'The Complete Property Investment Solution' a strategy that made the

process of and reasons for investment easy to understand providing the client with an effective selling tool.

Designer and Flash developer management and creative direction in the delivery of Suna interior design's re-brand and website. www.sunainterior.com

The creation of the brand identity of The SafePoint Trust: the management of the design and delivery of their corporate literature and the build plus maintenance of their website and CRM campaigns.

The brand identity design/creation of upcoming artist's for Morsecode management and the delivery of tour-advertising material for both print and web. E.g. www.liamgerner.com

3/2006 – 2/2009: Research & Development Manager - Star Syringe Ltd. - Reported to Managing Director

Medical product development and licensing

Achievements:

The increase of the company's product portfolio from one to five products; I managed the complete design development process of new products from sketch to CAD/prototyping to mass manufacture and distribution.

I rebranded the company and increased product understanding by the introducing the 'K Safety Technology' strategy. I designed, built and managed the company's website, and managed their brand development and advertising.

7/2003 – 3/2006: Inventor/Product Design Consultant

Achievements:

The project management, fund raising, design development, marketing, patenting and contract negotiations, with the US government, of the RSA award winning AD-CARD; the AD-CARD is a safety injection device. The US government wanted the AD-CARD to deliver a drug to protect US citizens against the threat of radiation poisoning.

Additional clients included: (Concept generation/ideation) Chanel, Safety First Aid, the Chocolate Fondue Company and Star Syringe Ltd.

8/2002 - 5/2003: Product Design Development Engineer – GlaxoSmithKline - Reported to Head of Design

Achievements:

I won the Royal Society of Arts competition and joined GSK.

The development of the AD-CARD to production standard and I negotiated the patent application process.

Idea generation of various concepts, I worked with the user interaction and interface department in the production of an electronic asthma inhaler.

9/2000 - 9/2001: Toy Designer – Hasbro Europe - Reported to the Head of Toy Design

Concept development of the Action man, Micro machine and Pre School product lines

Achievements:

My main project was a boat/plane design that sold at the price point of £12.99 across Europe. I participated in user interaction analysis workshops and brainstorming. I also sketched concepts and handcrafted models.

SOFTWARE KNOWLEDGE

Includes: Advanced Photoshop, Illustrator, InDesign, HTML/CSS coding, CAD (SolidWorks) and MS Office including SharePoint, Project and Visio.

INTERESTS

I enjoy socialising, having fun and keeping fit. I push myself to do new things, which led me to kickboxing and captaining a softball team (both of which I love). Most recently I've started learning guitar. I prefer factual books to fiction with a penchant for psychology and the odd biography.

Last book read: The Dirt (Motley Crue Biography)

Last music bought: Jamiroquai – Rock Dust Light Star

Last film watched: Drive

REFERENCES

Available on request