

# Alex Adams

342 N. Curson Ave. | Los Angeles, CA 90036 | alex@alexadams.net | 323-337-2677

## Qualifications Profile

- **Creativity:** Creative thinker with 15 years of branding experience across a wide range of projects and clients, including HBO, Apple, Microsoft, ABC, Disney, and CBS. Ensure assets are aligned with brand strategies. Identify, analyze, and apply breakthrough trends to push the creative envelope and attain high quality outputs. Former photographer and documentary filmmaker for Discovery Channel.
- **Leadership:** Extensive project management experience, with responsibility for timelines, budget adherence, team hiring and management, and establishing creative direction. Strategic professional with solid organizational skills and an ability to adapt quickly to changing priorities and requirements in a fast-paced, deadline-driven environment. Managed teams of up to 20 designers and producers.
- **Technology:** Extensive experience in television and digital media. Strong technical skills, with passion for blending entertainment and technology to design innovative viewer/user experiences. Maintain updated knowledge of cutting-edge technologies to continuously improve the creative process and project outcomes.
- **Strengths & Accomplishments:** Sharp attention to detail, self-motivation, and strong problem solving skills. Comfortable engaging with project stakeholders in a collaborative, positive way. Multiple award winner. Significant projects include production of the live webcast of the Oscars from backstage, as well as the original TiVo user interface.

## Professional Experience

### AYZENBERG, **Senior Producer** (4/2015 to 7/2015)

Managed team of writers, designers, and 3D animators engaged in development of creative digital content. Delegated tasks, devised timelines, monitored budgets, liaised with team members, signed off on work, and provided creative input and leadership.

*Key Clients: Microsoft*

### LOYALKASPAR, **Senior Producer** (1/2015 to 3/2015)

Supervised creation of digital content from concept to delivery. Managed and supported a team of writers, designers, and 3D animators. Oversaw idea development and managed project financial decisions.

*Key Clients: Disney, MUN2*

### TRAILER PARK, **Senior Producer** (7/2013 to 12/2014)

Directed multiple creative teams in development of digital content and 3D animation for a variety of clients, with general responsibility for timelines, budgets, and content approval.

*Key Clients: Apple, Disney, Xbox*

### THE ANT FARM, **Senior Producer** (6/2011 to 8/2012)

Directed the development of game trailers, as well as the launch video of Internet Explorer 9. Mentored and managed creative teams composed of writers, designers, and animators.

*Key Clients: Microsoft, Xbox, Signal Studios*

### TROIKA DESIGN GROUP, **Senior Producer** (9/2008 to 1/2013)

Built and managed teams composed of writers, designers, and 3D animators engaged in content development for the purpose of meeting branding objectives for major television networks. Produced show open for CBS' "Made in Jersey," series.

*Key Clients: ABC, FUSE, TRUTV, Telemundo*

#### SCOPE SEVEN, **VP of Creative Department** (8/2005 to 4/2008)

Oversaw all creative and administrative operations for a 20-person team responsible for developing DVD games for Harry Potter, 300, and Batman. Established and monitored design direction consistent with client style and requirements. Recruited, coached, evaluated, and supervised team members. Built and managed client relationships. Managed a \$1.5M annual departmental budget. Significantly increased operational efficiency by developing standardized processes and workflows, resulting in company being purchased by a public firm.

#### PUSH.TV, **Executive Producer** (4/2004 to 8/2005)

Worked closely with a fitness industry startup to develop all branding and packaging, including logo, DVD interface, and website.

#### DIRECTV, **Producer** (6/2001 to 4/2004)

Managed a team of designers, writers, and engineers engaged in architecture design, layout, and development for DirecTV's next generation set-top box. Directed all project phases, completing the project well within time and budget constraints.

#### PITTARD SULLIVAN, **Producer** (11/1998 to 3/2001)

Managed teams of designers, writers, photographers, and other technical professionals to develop brand identities and branding/advertising initiatives for a variety of clients. Projects included the 1999 ABC Fall broadcast branding campaign, brand identity campaign for EA Sports 2001 line of games, and interface, logo, and character animation for the original TiVo Personal Digital Recorder.

*Key Clients: ABC, TIVO, EA Sports, Oscar Awards, Midway Games*

#### DISCOVERY CHANNEL, **Writer/Producer**

Projects included the documentaries, "Chasing El Nino," "The Frozen Kingdom," "Ice Age Survivors," "Primates," "Flight of the Falcon," "Steel Rain," and "Wings Over Europe."

## Educational Background

**Lafayette College** – Easton, PA, Bachelor of Arts in Business and Economics

**Rockport Film & Television Workshop** - Rockport, ME

## Awards & Honors

**Emmy Award**, iTV "DIRECTV NFL Sunday Ticket" | **BDA Gold Award**, TiVo Animated Open | **CINE Golden Eagle**, Best Documentary, "Wings Over Europe" | **Kodak Photography Award**, "Pelican Sunset" | **Monitor Award**, Opens & Teases, "Wings of the Red Star"

## Website

[www.alexadams.net](http://www.alexadams.net)