

JOHN 80 ADIE

JOHNADIE.COM | PW: JC80 | JADIEVCD@GMAIL.COM | 603.521.4577 | NEW YORK, NY

PROFESSIONAL SUMMARY

I'm a creative leader with a decade of experience in brand, customer experience, and UX design. Known for my strategic vision, hands-on approach, and empathetic leadership style, I foster environments where creativity flourishes, teams thrive, and ambitious ideas are brought to life.

SKILLS & EXPERTISE		SOFTWARE & TOOLS
Multidisciplinary Team Collaboration - Strategy / Research - Brand - Design - Marketing - Engineering - Partner/Client	GenAI Prompting & Tool Integration	Adobe Illustrator, Photoshop, Indesign
	Brand Development: Strategy, Positioning, & Messaging	Figma
	Brand Development: Identity Design	Miro
	Brand Launch & Campaigns	GenAI: Midjourney, RunwayML, ChatGPT
	Customer Journey Mapping	Webflow
Creative Team Leadership & Mentorship	Customer Experience Innovation	Airtable
Client Relationship Management	Digital Product Innovation	Google Docs, Sheets, Slides
Creative & Art Direction	CPG Innovation	MS Word, Excel, PowerPoint
Workshops: Product Innovation, Customer Experience, Brand Big Idea	Project Scoping, Planning, & Resourcing	

RELEVANT EXPERIENCE	
J80 STUDIO	NEW YORK
DESIGN DIRECTOR, SELF-EMPLOYED	August 2024 — Present
VIVALDI GROUP	NEW YORK, NY
CREATIVE DIRECTOR	February 2021 — August 2024
ASSOCIATE CREATIVE DIRECTOR	February 2020 — February 2021
SENIOR DESIGNER	June 2018 — February 2020
ORGANIC	NEW YORK, NY
DESIGN LEAD	March 2017 — May 2018
DIGITAL SURGEONS	NEW YORK, NY
GRAPHIC DESIGNER	October 2014 — March 2017
FREELANCE DESIGNER	June 2014 — July 2014

EDUCATION	
HARTFORD ART SCHOOL AT THE UNIVERSITY OF HARTFORD	HARTFORD, CT
BFA, VISUAL COMMUNICATIONS DESIGN MINOR, ART HISTORY	