

# ADAM DUSTAN

USER EXPERIENCE + VISUAL DESIGN

PORTFOLIO | [adustan.com](http://adustan.com)

TELEPHONE | 480.967.3373

EMAIL | [adam@adustan.com](mailto:adam@adustan.com)

TWITTER | [@adustan](https://twitter.com/adustan)

## WORK EXPERIENCE

**PayPal** Scottsdale, Arizona

**User Experience & Visual Designer** Feb. 2014–Aug. 2016

- As Lead Designer for PayPal Credit Consumer Servicing, I worked on UX & VX for the initial product launch, which encompassed three countries, two languages and two platforms; led a redesign of the “Make a Payment” experience for web, improving the experience and decreasing call center volume, and initial design of the same flow for the redesigned app
- As Lead Designer for the Summary (home) page and Engagement, I had started a project to map the full life cycle of a customer and create a framework for delivering contextual and account-specific next steps and educational tips to help increase customer engagement by guiding them to add additional PayPal products or features and to educate them on ways to use PayPal to increase monthly usage

**adustan.com** Tempe, Arizona

**Freelance Graphic Designer** May 2004–current

- Clients include local design and marketing agencies, a software company, and small businesses; contributed consulting & design to help establish two new agencies, including directing and creating overall look, feel and voice of one; with the other, helped establish and organize a clear and efficient working process.

**Mitel** Mesa, Arizona

**Interactive Designer** June 2013–current

- Redesigned the form-field landing pages, increasing conversion rates, on some, from below 2% to around 16-24%
- Contributed design & art direction to the redesign of the corporate site, including individual product pages, a suite of around 50 pixel-perfect icons, and some general UX and site flow revisions

**Vemma Nutrition Company** Scottsdale, Arizona

**Senior Interactive Designer** Oct. 2011–Aug. 2012

- Developed online “look & feel” for a new product launch, including UX/UI for meal & workout tracking mobile & browser apps, marketing & micro sites, banner ads, video graphics and email campaigns

**Fisher Creative (formerly Campbell Fisher Design)** Phoenix, Arizona

**Graphic Designer** July 2009–May 2011

- Worked on a variety of clients across various media; projects included logos, establishing new brand guidelines, business systems, ad campaigns (print & non-traditional), websites, out-of-home ads, tv & video, web banners, packaging, environmental design, signage, research and copywriting

**Scottsdale Convention & Visitors Bureau** Scottsdale, Arizona

**Graphic Designer** July 2006–July 2009 // **Jr. Designer** Jan. 2004–July 2006 // **Intern** Aug. 2003–Jan. 2004

- Part of a three-designer team whose creative and on-target solutions led to the decision to bring all creative work in-house and away from the agency of record
- Interactive projects included concepting and building Flash banner ads and designing microsites; print projects included annual reports, invitations, brochures, magazine layout, outdoor and print ads, and event graphics

**SHR Perceptual Management** Scottsdale, Arizona

**Intern** July–Aug. 2003

- Sat in on some brainstorming meetings, did some production work and pretended to be cool

## EDUCATION

**Arizona State University**

Bachelor of Science in Design, 2004

**Northern Illinois University**

Vis Comm undergraduate, 1997–98

## COMPUTER

Macintosh OSX

Sketch, Axure, Omnigraffle, Illustrator, Photoshop, InDesign, ImageReady & Acrobat

Flash, Dreamweaver & BBEdit (ActionScript, basic HTML and CSS)

Microsoft Office (PowerPoint, Word & Excel)

## RECOGNITION

PayPal Customer Champion Award

2016

PayPal Spot Awards

multiple, 2015

AMA Phoenix Spectrum Awards

mobile app, 2012

print advertising, 2009

The Creative Group Featured Artist

March 2012

International Academy of Visual Arts

Communicator Awards

website & mobile app, 2012

GDUSA Inhouse Design Awards

multiple categories, 2008

AIGA Prisma Award of Merit

miscellaneous/invitation, 2007

Scottsdale CVB Employee of the Quarter

2006

American Chamber of Commerce Executives

Award for Communications Excellence

website re-branding, 2005