ADDAM WASSEL

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EXPERIENCE

SENIOR CREATIVE TECHNOLOGIST
Organic, Inc. | Detroit
November 2010 - Present

At it's core, my job is mesh technical development standards with cutting edge creative thinking. I get to push the boundaries everyday; playing with the latest wearable technologies, designing beautiful code, creating 3D prints, or researching the latest framework. I take brilliant ideas and make them work for the masses. Client list includes Hilton Worldwide, J.M. Smucker's, and multiple Kimberly-Clark brands (Poise, Depend, Pull-Ups, UbyKotex).

TECHNOLOGY MANAGER
Campbell-Ewald | Detroit
March 2010 - November 2010

My job was to proactively seek opportunities and projects inside and outside the agency to evangelize the Client Technology group. I was responsible for leading and mentoring a talented, cross-discipline team of ten people. Clients included America's Navy, The Learning Care Group, and Chevrolet.

USER INTERFACE DEVELOPER
Campbell-Ewald | Detroit
December 2007 - March 2010

I developed web applications, HTML email campaigns, and social media experiences for a variety of digital clients. Collaborated closely with strategy, creative, user experience, and quality assurance teams to deliver the best possible ideas and work for America's Navy, University of Michigan, Chevrolet, Alltel Wireless, McKesson, and Kaiser Permanente.

PREVIOUS WORK EXPERIENCE AVAILABLE UPON REQUEST

HIGHLIGHTS

Led front end build of a comprehensive redesign and technical replatforming of Hilton Worldwide's global websites for nine hotel brand sites and one loyalty site. Increased website revenue from ~$4.5b per year to ~$6b per year by increasing visits, conversion rates, and average booking amounts.

Oversaw server migration from local hosting to a cloud based environment, increasing uptime of client websites and applications while creating a more cost-effective solution.

Led front end build of the adaptive redesign and technical replatforming of the United States Navy's brand site, the agency's largest digital client. Worked as part of research team to analyze and choose new platform (Magnolia CMS) for all Navy brand sites.

PROFILE

My passions lie at the intersection of digital user experiences and storytelling; leading teams in reframing and reimagining complex user interactions and technology problems. In my ten years experience, I've built a tool chest of technical architectural skills and blended that with a user-first sensibility. I've become an effective bridge between the technology and creative worlds.

SKILLS

MOTIVATION
Developed responsive grid framework, client side architecture, and coding standards for Organic's creative technology team that has been reused across multiple client web sites.

IMAGINATION
Won first place at Organic's first Hack-a-thon by creating a demo for our Pepsi client that used Microsoft's Xbox Kinect to trigger a dance party and win a free Pepsi from a vending machine.

LEADERSHIP
In addition to leading all front end development efforts in relation to Hilton Worldwide brand and loyalty sites, led WCAG 2.0 Level AA certification working closely with Hilton's own internal team and a vendor who specializes in accessible web applications.

ADVISOR
Led Organic Technology's internship program for the past two years. This involves recruiting college students or recent graduates, integrating them into on-going projects, and helping develop and further their skill set.

EDUCATION

UNIVERSITY OF MICHIGAN
Graphic Design, 1999 - 2003