

ADAM ISLAAM

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EDUCATION

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| BIRMINGHAM CITY UNIVERSITY (BCU); BIRMINGHAM, UK Master of Arts, Strategic Design and Management. <ul style="list-style-type: none">• Student of the Year award | 2023 - 2024 |
| YALE SCHOOL OF MANAGEMENT; VIRTUAL LIVE COURSE Executive Education, Business Perspectives for Creative Leaders. | 2022 |
| CENTRAL SAINT MARTINS, UNIVERSITY OF THE ARTS (UAL); LONDON, UK Bachelor of Arts, Graphic Design and Visual Communications. 2:1 <ul style="list-style-type: none">• Student Ambassador | 2010 - 2013 |
| BIRMINGHAM METROPOLITAN COLLEGE (BMET); BIRMINGHAM, UK Business and Technology Education Council, Graphic Design. Distinction <ul style="list-style-type: none">• Student of the Year award | 2008 - 2010 |

SELECTED PROFESSIONAL EXPERIENCE

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| INTERNATIONAL INSTITUTE FOR APPLIED SYSTEMS ANALYSIS (IIASA); VIENNA, AT <i>Lead Graphic Designer and Brand Guardian</i> <i>Communications and External Relations department (CER)</i> <ul style="list-style-type: none">• Assisted over 300 researchers across the institute on any design-related task required: infographics, graphical abstracts, data visualisation, icons, logos, social media campaigns and more• Increased subscription numbers of <i>Options</i>, IIASA's bi-annual research magazine, by 22% since 2018 through a full redesign and overhaul of all promotional materials including the use of carbon-neutral printing and recycled papers• Improved outreach for press releases through visual representations of research. Media hits increased from 400 million in 2019, to over 700 million for the most successful press release in 2021• Led the improvement of task management within the Communications department through automated task allocation, a recurring annual calendar and capacity timelines to support management after feedback from the team• Maintained and enhanced elements associated with IIASA's brand and core messaging across internal and external channels• Increased brand consistency through the introduction of IIASA's first visual style guide• Prepared templates for reports, presentations, documents, videos, social media campaigns, events, KPIs and more• Sourced ethical and environmentally friendly gifts for high-level members, visitors and associates including a donation of 3000 trees, creating a global forest located in Indonesia, Sweden and Brazil | 2017 - 2022 |
| THE DEVELOPERS SOCIETY (DEV); BIRMINGHAM, UK <i>Senior Graphic Designer</i> <ul style="list-style-type: none">• Designed powerful websites: front and back-end content management systems for global not for profits and charities• Assisted with client discovery workshops alongside the creative director• Defined clear user interactions (UI) through wireframes and final designs based on stakeholder requirements, accessibility and testing | 2016 - 2017 |

- Improved the handover of design assets to the development team by introducing design documentation, atomic principles and automatic asset retrieval
- Introduced a feedback loop for digital products to go through design quality control after development milestones
- Scheduled and managed design capacity with transparent workflows for all to observe
- Presented design work to clients, regularly liaising, implementing feedback and updating progress where appropriate
- Designed brands, illustrations and reports for global NGOs and charities such as Liberty - Protecting Civil Liberties, Save the Children and The Syria Campaign

FREELANCE; REMOTE

2013 - 2017

Sole Trade Graphic Designer

- Clients include: Club of Rome, International Science Council, Belmont Forum, Harpercollins and more
- Multidisciplinary specialist: animation, illustration, branding, brand positioning, design guidelines, websites, packaging, printed and digital marketing collateral and more
- Led discovery workshops with clients to define expectations, confirm goals and explore direction
- Tracked spending against budget, scope and project progress
- Nurtured, developed and maintained client relations and trust

MAX & NANCY LTD, ORGANIC DRY SHAMPOO FOR CHILDREN; LONDON, UK

2014 - 2016

Creative Director, start-up

- Collaborated with the founder on all marketing activities including forecasts, new product launches and advertisements
- Successfully launched the e-commerce store and product press boxes with features in Vogue UK and the Telegraph, increasing sales by 24%
- Coordinated and designed seasonal media campaigns and promotions
- Refined the existing brand, creating new assets during product ideation, testing and production

SELECTED CERTIFICATIONS AND ACHIEVEMENTS

BE THERE CERTIFICATION; ONLINE

2022

Knowledge, skills and training to support mental health literacy and wellbeing

IBM; ONLINE

2020

Enterprise Design Thinking course

- Practitioner license: design research, ideation, storytelling techniques
- Co-creator license: scoping, collaboration, synthesis, prototyping

IDEA, INSPIRING DIGITAL ENTERPRISE AWARD; LONDON, UK

2014

Silver award, finalist for funding from HRH Prince Andrew

- Conducted a competitor and SWOT analysis for early user testing of a digital minimal viable product
- Presented strategic goals, wireframes and market research to executives of AirBNB and Microsoft
- Awarded 10,000 GBP for development and production of a digital app

HARPERCOLLINS; LONDON, UK

2014

Professor Brian Cox, Wonders of Life App

- Chosen as Editors Choice in Apple's App store
- Assisted with photo editing, formatting and manipulation for 360 interactive perspectives