



ADAM GRAMSE

Senior Product & Interaction Designer

34, Berlin



Past Experience

X = Time

Y = Experience

Oct '17 - Today
Senior Product Designer
Webtrekk Analytics (Berlin)

Jan '16 - May '17
Senior Designer
Mercur Interactive Services (Berlin)

Jan '15 - Jun '15
Designer at Magix -
Interactive Services (Berlin)

Nov '10 - Oct '14
Freelancer,
Zotus Creative Media (Tel Aviv)

Aug '09 - Nov '10
Designer,
TBWA Israel

Sep '08 - Jul '09
Junior designer,
HD Interactive/
Icon Interactive
small and local
ad agencies (Tel Aviv)

Oct '06 - Jul '08
Sapir College,
Department of
Interactive-
Design 1st year
with excellence

Stories of Heroism:

A DESIGN SYSTEM FOR WEBTREKK

Through my work at the product team, I developed a modular and reusable component library, in which I identified and catalogued the colors, fonts, grid and all UI elements, guided by clear standards in a deployable document and prepared them to be assembled together in any interface and combination, while insuring consistency, scalability and great user experience.

I initiated, presented, advocated, defended and fought for this design infrastructure project through an extremely design-ignorant analytical environment, because I knew this is the missing piece in the Webtrekk puzzle.

MODULAR ONLINE GAMING PLATFORM FOR MIS

MIS, part of the Gauselmann group, wanted to air several online gaming sites for different Casino operators across Europe. For this mission I planned and designed a skeleton of a cross-platform website, where only the skin and languages are different. The platform held the games, the registration process, the marketing content, the bonuses, the support, the payments and all the pieces of an online gaming website together in a smart, fluid structure.

I worked in close collaboration with the developers, product managers and other stakeholders, presenting sketches, workflows, animations and designs, while keeping everything modular and ready to accommodate any kind of content while preserving the structure.

3 YEARS AS A FREELANCE

As a freelance, one learns some interesting skills not directly related to his expertise: Always acquire new tools, self-promotion, negotiation, not to take things personally, dealing with never-thankful clients, book-keeping, never say no to a job, demand what I deserve, patience and persistence and the importance of doing a good job and finishing it within always impossible dead-lines, and above all - To love design.

If you don't learn that fast, you're out of the game. There are no second chances and no mercy.

My clients were advertising agencies and small businesses that aired online campaigns and needed material such as landing pages, banners, newsletters, presentations and so on.

My Tool Box:



Photoshop



Illustrator



After Effects



HTML/
CSS/JS



Animate CC



Adobe XD



Adobe
Premiere



Sketch/
Invision

Professional Qualities:

Team player ●●●●

I can work in collaboration with project managers and developers, or even solo. I know the practices and methods. I can be pedantic, but I also know how to let go.

Energy ☀️

I make silly jokes and puns. I am direct, colloquial and unofficial. I bring my humor mixed with joy and touch of cynicism to the room, lightning up and easing the atmosphere. I say good morning and I ask what's up and remind people that no matter how shitty they're day is, they're doing an awesome job.

I am flexible, as briefs can change
I find problems and I propose solutions
I bring energy and drive for doing
I don't take design critique as an insult
I make silly jokes

Attention to Detail ●●●●

Design is in the details. They take the product to the next level. I work with a grid, I create styleguides and I define the components in their atomic level to make sure consistency and precision are kept through all levels.

Multi Disciplinary ●▲■

I am familiar with a large array of creative tools. I know how to choose the right tool, style and technique for the task, and I know every task needs more than one tool. I am fast, efficient, consistent, and I always ask for more.

I bend, but don't break
I give credit
I honour requests
I encourage feedback
I am approachable and open for talk

Personal Qualities:

Cake Day:

4.2.1984

Coffees/Day:

3

Native Languages:

English, Hebrew

I like:

**Cooking
Reading
Puns & dad jokes
Art & Design**

Not so native language:

German

Favorite food:

Schnitzel

Can swear in:

Russian, Arabic

Total Years of Experience:

10

Pet:

Dog

Contact:



Portfolio

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