

# Adam K. Bacsalmasi

Interactive Pixel Engineer

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## QUICKLOOK EXPERIENCE CHART ::

|               | Kijiji.ca        | Postmedia        | Grip Limited     | Mind Blossom     | m Marketing              | Direct Antidote          |
|---------------|------------------|------------------|------------------|------------------|--------------------------|--------------------------|
| Position      | Lead UX, UI & IA | UX + UI Designer | UX + IA Designer | UX + UI Designer | Interactive Art Director | Interactive Art Director |
| Photoshop     | •                | •                | •                | •                | •                        | •                        |
| Illustrator   | •                | •                |                  |                  | •                        | •                        |
| Flash         | •                | •                |                  |                  | •                        | •                        |
| Omnigraffle   | •                | •                | •                | •                |                          |                          |
| After Effects | •                |                  |                  |                  |                          | •                        |

|                     |   |   |   |   |   |   |
|---------------------|---|---|---|---|---|---|
| Research & Analysis | • | • | • |   |   |   |
| Ideation            | • | • | • | • | • | • |
| User Testing        | • | • | • |   | • | • |
| Design              | • |   |   | • | • | • |
| Strategic Planning  | • | • |   |   |   | • |

|                        |   |   |   |   |   |   |
|------------------------|---|---|---|---|---|---|
| User Experience Design | • | • | • | • | • | • |
| User Interface Design  | • | • | • | • | • | • |
| Wireframing            | • | • | • | • |   |   |

|                           |   |   |   |   |   |   |
|---------------------------|---|---|---|---|---|---|
| Managerial Position       |   | • | • |   |   |   |
| Working As Part of a Team | • | • | • | • |   | • |
| Team Leader               | • |   | • |   | • | • |

|                          |   |   |   |   |   |   |
|--------------------------|---|---|---|---|---|---|
| Creative Development/R&D | • | • | • | • | • | • |
| Business Development     | • | • |   |   |   |   |
| Marketing and Research   | • | • | • |   | • |   |

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## **DESIGN ::**

### **Kijiji - Lead UX, IA and UI Designer**

November 2010 to Present

Complete site redesign including header and footer, search and refinement tools, payment transaction system, autos homepage and search tools.

### **Postmedia - User Experience Design and Strategy**

June 2010 to November 2010

Determined new business strategies and created new user experience designs for many of Postmedias flagship online websites and iPhone/iPad apps. Online properties included Canada.com, Driving.ca, National Post, Financial Post, Montreal Gazette, Vancouver Sun.

### **Grip Limited - User Experience Designer and Information Architect**

January 2010 to June 2010 - contract

Was creative UX lead in redesigning Autotrader.ca, lead a team to research and create online strategy, created new interactive functionality and a new streamlined eCommerce purchasing and selling system.

### **mMarketing Inc. - Interactive Designer and Digital Innovation Specialist**

September 2009 to January 2010

Created interactive campaigns for Visa "go world" and Visa Olympics. Created flash based mood selector for CIL Paints and digital campaigns for Best Buy cross promotions. Redesigned the new Sears email templates and promotional branding.

### **Mindblossom - User Experience Designer and Information Architect**

July 2009 to September 2009 - contract

Redesigned major online properties for KFC, Citi Bank, Blue Ember Grills and created iPhone user interfaces and social networks.

### **YTV/Corus Entertainment - Interactive Flash Developer and Designer**

January 2009 to June 2009 - contract

Helped build a Nelvana flash based game (Grossology) created interactive designs for YTV, TreeHouse, W Network and Movie Central properties, helped managed their online video distribution network and integrated Flash based games of popular television properties.

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## **Electric Spin - Interactive Creative Director**

November 2008 - January 2009 - contract

Worked at Electric Spin to design and develop their Live Virtual Golf Simulator (LVG). The LVG system allows users to play the best golf courses from all around the world using live HD video and their Golf Launchpad, a USB peripheral used with a Mac or PC, PS3 or Xbox 360.

## **Direct Antidote - Interactive Art Director**

January 2008 to November 2008 - contract

Created national web campaigns (The Great Movie Escape, Everybody Wins in 3D) and national email campaigns. Created online web video advertisements, Facebook applications and Flash animations. Direct Antidote is the agency on record for AIR MILES®.

## **John St. - Flash Designer**

December 2008 - contract

Helped John St. agency design and create a flash based multimedia presentation system that allows Doctors and Pharmaceutical reps to promote health care services from a hand held tablet.

## **Stable Research Inc. - President, CEO**

June 2005 to December 2008

Stable Research Inc. was a start-up company (that I founded) built around Echo Live. Echo Live is the just-in-time creation of interactive concert DVDs created on-site, live at the venue, in mass quantities. Received the Ontario Media Development Corporation Pioneering Content Grant as well as private investment to complete our Echo Live system and software. Placed 4th (out of 187 competing companies) in the province wide TiE Business Competition, sponsored by Rotmans School of Business at U of T.

## **inVuze - Lead Designer and VP of Development**

May 2006 to 2010

inVuze is an interactive virtual jukebox controlled through the use of mobile phones. Setup in public spaces, users have to opportunity to visually control the virtual jukebox.

## **Gibson Guitars - Interactive Marketing**

June 2007 to October 2008

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Consultant for the Gibson Guitars Showroom located in Toronto, ON. Managed and promoted live events, created interactive experiences, worked with incoming bands and artists to create new media alternatives to promotions.

## **NEW MEDIA ::**

### **Earth Rangers**

April 2006 to August 2007

Worked in conjunction with York Region School Board to educate students on alternative energy solutions and conservation. Worked with Jay Ingram (host of Discovery Channel's Daily Planet) to develop interactive learning experiences centered around resource conservation and sustainability.

### **Canadian Music Hall of Fame**

November 2005 to March 2007

Won the national bid to design all interactive elements of the Canadian Music Hall of Fame. Lead a team of local Toronto new media designers in creating conceptual interactive designs and exhibits for the 4 floor, 70,000 sq. ft. building proposed for Yonge & Dundas (Dundas Square).

### **Seed Collective**

October 2007 to 2010

Lead Graphic Designer and UI designer for Seed Online. Seed is an interactive system that allows users to create and plant virtual trees using their cell phones or land lines. Using your phone's keypad, you can chose your tree type and colour to plant a tree, used for location based exhibits or through our online system. Used in conjunction with Earth Day 2007 in New Orleans.

### **FITC**

March 2007 to August 2007

Video production manager and lead interface designer. The FITC 2007 3 day Design and Technology Festival was recorded and turned into an interactive Flash Video DVD ROM. The event was captured and encoded in real time and was ready for attendees to purchase by the completion of the three day event.

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## **CFC New Media Lab**

August 2005 to January 2008

Aided faculty and residents with the creation and development prototypes; focused on interface design, usability and graphic design. Administered workshops (Flash, Photoshop, Illustrator, UI Design) and helping bring conceptual ideas to life.

## **Firefly**

June 2005 to December 2006

Lead concept designer. Firefly was a wearable smart device that indicated relative compatibility between individuals in close proximity. Using wireless technology and defined search criteria, Firefly was able to detect social matches based on your personal preferences in a public or private setting. Firefly was a finalist in the Marshall McLuhan Vortex New Media Competition in 2005.

## **EDUCATION ::**

### **Post Grad**

Canadian Film Centre's Interactive Art and Entertainment Programme - Grad July, 2005. Diploma.

### **Post Secondary**

Sheridan College's Art Fundamentals Program - Sept. 2000 to 2002. Certificate.

### **Post Secondary**

Centennial College's Art Fundamentals Program - September 1998 to February 1999.

### **Secondary**

Aurora High Public School. Grad , OAC French Immersion Diploma.