

Adam Selby

Experience

Systems Engineer at the University of North Texas in Denton, TX since January 2015

IT Technician from April 2011 to January 2015

- Directly support a mixed deployment of 350+ Macs in use across many unique department labs, spread across multiple buildings, and with a mix of desktop and portable devices, via remote and on-site troubleshooting and resolution as needed.
- Deploy and support 550+ iPad devices, primarily as part of a mobile on-demand service, providing a scalable and flexible online testing solution for the two largest colleges at the University, used by the largest class enrollments on the entire campus.
- Utilize modern professional tools and processes to support an ever-increasing number of devices without delaying existing projects or reducing existing support levels, by simplifying the setup process for new deployments through automation.
- Plan new software and hardware deployments with appropriate input from staff and faculty to support both the changing needs of students, departments, and our own long-term management roadmap needs.
- Manage and support Apple devices through a combination of Jamf, Apple School Manager, Apple Configurator, Apple Remote Desktop, and other associated tools, with a focus of quick adoption of new recommended processes.
- Provide ad-hoc support for 900+ Macs through our help desk, leveraging existing solutions while helping build solutions to common problems to avoid repeat calls.
- Build out new systems, such as 24/7 remote lab access in response to COVID-19 in 2020, allowing students to access unique lab resources while completing coursework.
- Oversee and train hourly employees on basic Apple-specific troubleshooting, and directly handle high or high impact issues as reported from students and faculty.
- Design system management around platform guidance and future long-term changes, to ensure a smooth and fully planned roadmap for ongoing support.

Communications at Cristina for Texas remotely from August 2019 to March 2020

- Served as a primary contact for on-demand design projects and tasks, including creation of time-sensitive marketing materials for the campaign.
- Helped build an ever-growing design system, created for our needs as the campaign expanded in scope, including building assets for collaboration with the rest of the communications team and campaign volunteers.
- Shaped messaging of public-facing voter and supporter outreach, with a focus on social media visuals and printed materials for campaign events and canvassing.

Candidate Services at Creative Support Team remotely since August 2018

Over a dozen campaigns, ranging from state to municipal elections

- Work with the candidate and their team directly to have a large impact on a “hyperlocal” race, with the idea that good design can help win elections and reach new voters.
- Designed assets ranging from full brand identities and design systems to printed informational cards for canvassing and voter outreach.

Volunteer Manager at Beto for Texas remotely from May 2018 to November 2018

- Served as a leader of the data entry team, onboarding and assisting new volunteers while processing massive daily amounts of event data nightly.
- Helped develop new tools and processes to improve the campaign's data efficiency and accuracy, including native tools for macOS users.

Design & Marketing at Mochila in Flower Mound, TX from March 2015 to September 2018

- Created and produced the user interface design for iOS and Android, all marketing materials, interface elements and icons, and planned marketing operations for an app built for students at four major U.S. universities.
- Manage internal and public beta testing distribution and feedback, as well as early-stage testing for both app platforms plus our own internal web-based tools.

Design Consultant for PalmAgent in Trophy Club, TX from February 2014 to February 2018

- Guided a complete redesign of flagship software, serving over 120,000 active users.
- Led design on both new business and new consumer apps, as well as websites including product research in support of future company growth.

Specialist at Apple in Southlake, TX from September 2011 to February 2014

- Work with the Visuals Team to uphold the standards of one of the world's most respected brands, in a store with thousands of visitors per week.
- Serve as a leader in inventory processes, handling every part of the inventory control process with obsessive accuracy.

Education

The Mayborn School of Journalism at the University of North Texas in Denton, TX in 2014

- Degree in Strategic Communications, Advertising. Minor in business marketing.

Jamf Nation User Conference 2019 in Minneapolis, MN

MacTech Conference 2019 in Los Angeles, CA

LabMan 2019 in Chicago, IL

AltConf: Apple Community Developer Conference 2019 in San Jose, CA

MacAdmins 2018 in State College, PA

Layers Design Conference 2017 in San Jose, CA

Apple Worldwide Developer Conference 2016 in San Francisco, CA

Release Notes Conference 2015 in Indianapolis, IN

Apple Worldwide Developer Conference 2015 in San Francisco, CA

LabMan 2015 in Denton, TX

AltConf: Apple Community Developer Conference 2014 in San Francisco, CA