Adam Selby

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ABOUT

I'm a designer, focusing on creating great app and web interfaces as well as visuals for advertising. I love creating accessible and natural designs with great icons and animations, and I have a fantastic understanding of what users expect and want from their world. I augment this with my background in customer service, client relations, and my experiences consulting on a wide array of products.

EXPERIENCE

System Administrator at the University of North Texas in Denton, TX since January 2015
IT Technician from April 2011 to January 2015

- Support macOS in Mac deployments of 200+ across multiple department labs, and 500+ unit fleets of iPad carts for the two largest colleges at the University.
- Gain and use experience with Apple Remote Desktop, macOS Server, NetBoot, DeployStudio, Profile Manager, JAMF, Munki, Apple School Manager, Apple Configurator, and other tools.
- Handle varying levels of troubleshooting on issues as reported from students, staff, and faculty.
- Process and plan new deployments via requests from staff and faculty in a timely efficient manner.

Volunteer Manager at Beto for Texas in El Paso, TX from May 2018 to November 2018

- Served as a leader of the data entry team, onboarding new volunteers and processing event data.
- Helped develop new tools and processes to improve the campaign's data efficiency and accuracy.

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

- Create and produce the user interface design for iOS and Android, all marketing materials, interface elements and icons, and plan marketing operations for an app for students available at four major U.S. universities, while also managing day-to-day operations and sponsorship sales.
- Manage internal and public beta testing distribution and feedback, as well as early-stage testing for both app platforms as well as 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 the flagship software, with over 120,000 active users.
- Led design on new business and consumer apps and websites, including product research.

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.

Apple Worldwide Developer Conference & AltConf in San Francisco, CA in 2012 - 2016
Layers Design Conference in San Jose, CA in 2017 · MacAdmins in State College, PA in 2018

SKILLS

- Crafting stellar interfaces for iOS, OS X, Android, and your favorite browser.
- Designing icons and visuals using Sketch, Affinity, Photoshop, Illustrator, and other tools.
- Building great websites with years of experience in HTML5, CSS3, and jQuery.
- Collaborating on projects through meticulous organization, and version control using Git.
- Prototyping apps and animations with Origami Studio.
- Creating amazing presentations in Keynote.
- Writing and editing factual yet friendly press statements.