ADAM DEER

CREATIVE DIRECTOR | INTEGRATED CAMPAIGNS | AI-ENABLED CREATIVE

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Profile

20 years leading integrated campaigns and creative platforms for brands including Microsoft, SAP, Aflac, Optum and Alaska Airlines. I turn business priorities, audience insights and complex technology into clear, engaging stories that work across brand, digital, social and video.

I've managed and mentored writers, art directors, designers and creative directors, and partnered with production teams and clients to keep the work at a high standard. At GreenRubino, I built the agency's AI-enabled creative workflows. On the side, I run The Big Bad Good, a small studio building custom AI tools for creative teams, including a script-to-edit agent for video production.

Cannes Lions Silver. One Show Bronze.

Areas of Expertise

- **Integrated creative:** Campaign concepting · Creative platforms · Campaign architecture · Storytelling · Brand marketing · Digital and social-first content · Video and film
- **Creative leadership:** Managing writers, art directors and designers · Creative direction and feedback · Mentoring · Production and agency partnerships · Stakeholder management
- **Technology storytelling:** Enterprise and B2B tech (Microsoft, SAP, Wipro) · Making complex products clear and engaging · Audience and cultural insight
- **AI and modern tools:** AI-enabled creative workflows · Custom GPTs · AI agents · Midjourney · Runway · Adobe Firefly · ElevenLabs · Adobe Creative Suite · Figma

Career Experience

Founder | The Big Bad Good (Independent)

Seattle, WA | 2026–Present

Side studio building custom AI systems for clients.

- Created the brand identity and “script-to-edit” AI agent for Legible, a new media company producing explainer videos for YouTube.
- Designed an AI system for HGA, an architecture and engineering firm, that turns RFPs into first-draft proposals using nearly 1,000 client documents.

Director, Creative & Innovation | GreenRubino

Seattle, WA | 2024–2026

Led integrated creative across five accounts while building the agency's creative department and AI-enabled workflows.

- Set creative vision and campaign direction for Columbia Bank, Washington Wine, ORCA/Sound Transit, Delta Dental of Washington and Pima Medical Institute, from initial concepts through final production.
- Co-wrote the brand positioning and campaign strategy for Columbia Bank's rebrand from Umpqua.
- Led concept development for Delta Dental's audience-specific campaigns, creating distinct creative approaches under one brand position.
- Built and mentored a creative department, coaching Art Directors and designers to develop their own points of view and bring stronger thinking to the work.
- Brought more production in-house, including AI imagery, retouching, video, voiceover, music, motion design and editing. Reduced reliance on outside production vendors.
- Built the agency's generative AI toolkit and processes from scratch, including more than 20 custom GPTs. Trained the entire creative team on image, video and audio tools.
- Used AI workflows to triple usable image volume compared to stock, cut voiceover production time 2.5x, and support 30+ ad sets with a custom ad copy GPT.
- Spoke on AI and creativity at the State of Washington Tourism Conference and AMA Puget Sound.

Freelance Creative Director

2023

- **Designit:** Developed creative for Wipro's digital campaigns across channels, including a 3D virtual social space connecting sales teams with customers.
- **Neon Afternoon:** Developed brand positioning, visual identity and launch assets for a new agency built around generative AI.

Creative Director | Indigo Slate

Seattle, WA | 2021–2023

Led creative for Microsoft and SAP, turning complex enterprise technology into clear, engaging campaigns.

- Led creative for Microsoft Context IQ, Microsoft Visio and Microsoft Free Apps.
- Directed creative across all SAP projects, including SAP AI, SAP Integration Suite, SAP Cloud for Sustainable Enterprises and SAP Low-Code No-Code.
- Led multidisciplinary teams of up to 20 people and mentored several Creative Directors.
- Facilitated experience strategy workshops with Eli Lilly and Wells Fargo.

Creative Director | Hey

Seattle, WA | 2020–2021

- Developed and launched campaigns for Optum and Heritage Bank across TV, print, out-of-home, display, social and native advertising.
- Led two consecutive campaigns for Optum as it brought several healthcare brands together under one identity. Optum grew 12% in 2021.

Creative Director / Associate Creative Director | Publicis

Seattle, WA | 2015–2020

Led creative for Aflac across television, social and digital, while developing creative talent and production capabilities.

- Led concept development and creative execution across Aflac campaigns.
- Trained and mentored four creative teams and five designers.
- Refreshed Aflac's brand guidelines for photography, video and typography, from initial audit through rollout.
- Grew Aflac's Instagram following by 35%, achieving the brand's highest engagement to date across Instagram, Twitter and Facebook.
- Contributed to increases in consumer knowledge (+9%), purchase intent (+6%) and brand connection (+7%), while customer awareness remained at record highs.
- Established an in-house social production studio and trained the creative team on production software.

Earlier Experience

Senior Art Director | WongDoody

Seattle, WA | 2012–2015

- Art directed campaigns for Alaska Airlines, including the Chief Football Officer campaign featuring Russell Wilson.

Art Director | Creature

Seattle, WA | 2007–2012

- Art directed campaigns for Pacifico Beer, including the Grey Whale Sessions documentary film campaign and the Cannes Cyber Lions-shortlisted Destination Website.

Awards

- Cannes Lions: Design Silver; Cyber and Outdoor Shortlists
- The One Show: Design Bronze; Design Shortlist
- American Advertising Awards: Multiple awards across disciplines

Education

- **College of William & Mary:** B.A., Fine Art · B.S., Chemistry
- **The Creative Circus:** Art Direction Certificate

