

PROFESSIONAL EXPERIENCE

**Opendoor**

Oct 2022 - Present

*Staff Product Designer*

- Spearheaded design initiatives for Opendoor's product evolution, emphasizing user-centric design and growth across multiple platforms.
- Actively employed Gen AI to develop a holistic design vision, leading to a robust prototype that secured CEO approval for broad implementation.
- Pioneering a next-gen design language and experience framework, overseeing the revamp of all components in collaboration with multifunctional product teams.
- Actively employing Gen AI technologies to craft deeply personalized user experiences and broaden the product suite.

**Apple**

June 2017 - Oct 2022

*Sr. Product Design Lead*

*Sept 2020 - Oct 2022*

- Led design for a multi-year future innovation program and grew the program from 8 contributors to over 100 cross-functional contributors.
- Regularly briefed Executive Leadership on strategic platforms, transformative concepts, and future program plans.
- Drove strategic alignment by prioritizing and gathering requirements for transformative concepts.
- Directed iterative updates across platforms, achieving marked improvements in user engagement and conversion rates.
- Cultivated emergent technologies and frameworks, pushing the boundaries for scalable and adaptive user experiences.
- Fostered a harmonious team environment, offering guidance and mentorship to diverse creative professionals.

*Sr. Product Designer*

*June 2017 - Sept 2020*

- Supervised design, behavior definition, and technical roll-out of global UI systems and components.
- Created cross-platform design strategies that integrated branding, UX, product design, and development.
- Directed creative vision for multiple digital products, successfully integrated across Apple's webOS ecosystem.
- Expertly translated complex user requirements and workflows into streamlined, effective design solutions.
- Continuously explored and integrated state-of-the-art tools and technologies.

## Adam Lindenau

adamlindenau@gmail.com

### Critical Mass

June 2016 - June 2017

*Managing, Sr. Art Director, On-site at Apple*

- Reimagined the strategic narrative for Apple Watch, positioning it as the quintessential device for a health-conscious lifestyle.
- Guided the creative trajectory for high-impact Apple Watch campaigns and directed product site launches for Apple TV and Apple Pay.
- Inspired and managed a dynamic of 6 direct reports, amplifying the Critical Mass presence within Apple.

### Lindy Interactive

May 2014 - June 2016

*Founder | Principle Creative*

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- Founded and expanded a digital agency, employed a wonderful team of 9, and managed a \$3M media budget across multiple accounts.
- Successfully executed diverse projects, including comprehensive re-branding, website overhauls, and immersive digital campaigns.

### Archdiocese of Atlanta

March 2013 - May 2014

*Assoc. Director of Promotions*

- Led the creative for a re-branding initiative and art direction for a series of campaigns

### Studio ONE & All Saints

April 2010 - March 2013

*Studio Producer and Youth Director*

- Raised \$600k to build a full-stack event venue and directed a team of 70+ staff and volunteers.
- Hosted monthly events with over 1,200 teens, significantly growing the youth program.

## EDUCATION

### SCAD - Savannah College of Art and Design

*Bachelor of Fine Arts, Atlanta, Georgia - Advertising Major*

- Achievements: Dean's list, Rising Star Graduate, SCAD - Atlanta Ad Club

## MANAGER & TEAM REVIEWS

### Apple Manager and ACD

"[...] Your natural leadership, combined with your exceptional creativity, elevates both the work and the team. Your keen eye for detail and craft is unparalleled."

### Feedback from my direct reports designers:

"His attention to every design detail helps us find the path to polish our work to the next level."

"He always has the perfect reference or example for us to drive the conversation forward and gives actionable feedback."

"He's consistently checked in to see how I'm doing and asks if I need anything or if he can improve anything on his end."

"Adam's deep experience with systems thinking and productization has been key to building this product right from the start to avoid design debt."