chc.design

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CAM CZADZECK

Education

Rochester Institute of Technology

Graduated 2018

B.F.A. Graphic Design

Focus: Product Design and Motion Graphics

Awards

Gold AAF ADDY Award

Wegmans | Meals 2GO Lunar

Silver AAF ADDY Award (4)

EVT Virtual Production

Big Skills

Project & Product Management

Design & Development Team Management

Client Relations & Sales

Figma / Sketch / Principal Prototyping

Design Systems Thinking

Motion Graphics Design

Facilitating User Feedback Sessions

Branding & Identity

Experience

Optic Sky Productions *Head of Digital Experiences*

May 2018 - Present

Over the last five years at Optic Sky, I've climbed the ladder from UX Design Intern to full-time Product Designer to the Head of Digital Experiences. In that time, a lot has changed, but what hasn't is my love for making experiences that enable clients' vision and giving my teammates a reason to feel excited about work (and the all-important life outside of it). Too cheesy? Unheard of.

Our division's work consists of Augmented Reality (AR), Virtual Reality (VR), Interactive Installations, and Virtual Production (VP) projects. Beyond catchy buzzword technobabble, this tech is being used by real companies, large and small. Be it novices or subject matter experts, every client has a story, individual context, and a reason for you to talk WITH them, not TO them.

In July 2019, our group was approached by the band **Joywave** who wanted an experience to entice their fans and enhance the release of their new hit single Obsession. Our team got to work brainstorming, designing, and developing an interactive **Social AR radio**, chock full of mysterious radio frequencies recorded by the band's frontman, Daniel Armbruster. If the right station is found, fans using this experience will get an early listen of the song. This was one of the most powerful client projects I've had the honor to lead, and it truly taught me the value of teamwork, creativity, and the wild intrigue of music.

Another favorite for my future scrapbooks involves a little brand out of Denmark called **LEGO**. The project we created demonstrated Social AR's power with sharing, specifically with no paid media or paid influencer sharing. **LEGO: Build Yourself** was focused on giving user's the power to create their own LEGO Minifigure and either record it talking with their facial gestures on the front camera or recording it dancing in their surroundings on the back camera. The filter took off and had 700k impressions (views) within the first month and has since surpassed 1 million impressions, 400k opens, and 16k shares.

Xerox *Product Designer*

May 2017 - May 2018

Before my digital experience years, I worked as a Product Designer for Xerox, implementing a solution for Small-to-Medium businesses that needed dynamic and custom tailored websites for their customers. My teammate and I were tasked with designing and developing templated websites for novice business owners that required a modern and affordable solution parallel to massive online retail competitors sites.

While focusing on this larger effort we also were given the awesome power of experimenting with Xerox's industrial level print technology. Suffice to say, we had the satisfaction of helping the little guy at local businesses while experimenting with cutting edge print technology.