

ADAM LEVERMORE

Brand Designer · Creative Director · Art Director

Seattle, WA · (650) 281-6690 · adam@studiolever.com · studiolever.com · [linkedin.com/in/adamlevermore](https://www.linkedin.com/in/adamlevermore)

SUMMARY

Brand designer and creative director with nearly 20 years of experience, including eight at Amazon building design systems that automated branding at scale and drove measurable revenue. Founder of Studio Lever, a research-led brand studio designing identities end to end for startups and growing companies. Strategic about brand, not just visual: the work starts with the business and the audience, not the logo.

CORE SKILLS

Brand identity & strategy · Design systems & creative automation · Creative direction & team leadership · Art direction & visual storytelling · Research-led positioning · Brand guidelines & style guides · Marketing & campaign design · Web & UI design (incl. WordPress) · Cross-functional collaboration · Print & digital production

EXPERIENCE

Founder & Creative Director | Studio Lever *Jan 2023 - Present*

- Run a research-led brand studio, leading strategy, design, and client relationships, with a dedicated researcher directing discovery on larger engagements.
- Design complete brand identities (logo systems, color, typography, guidelines, and source files) for clients across finance, healthcare, tech, sports, and consumer markets.
- Designed and built a real-estate lender's website end to end, including the WordPress implementation; the site is live.
- Designed the UX for a legaltech web tool for cataloging process-service evidence, and handed it off in Figma to the client's engineers.
- Productized core branding services to deliver faster, lower-cost identity work for early-stage companies.

Art Director — Prime Now / 3P Grocery | Amazon *Jan 2020 - Mar 2023*

- Created **Tangram**, a design system that automated on-brand storefront creation for third-party grocery partners: 40+ image types per storefront, used to launch **28 grocery storefronts worldwide**.
- Led **Tangram 2.0**, rebuilding it on a formula-based rule set; an A/B test on the highest-traffic merchant drove **+\$2.77M (£2.11M) in annualized revenue** — roughly double the usual benchmark — with higher clickthrough.
- Pitched and built **Brand Builder** with engineering, a tool that assembles a new brand's full template suite in under 5 minutes, replacing a two-week manual process.
- Partnered with marketing, UX, and product across the US and EU to speed production and hold brand consistency at scale.

Art Director — Amazon Fresh | Amazon *Apr 2019 - Jan 2020*

- Lead retail designer for Amazon Fresh: branding initiatives, seasonal campaigns, and design-automation projects.
- Directed illustrators and photographers on campaign visuals and advised on brand positioning and storytelling.

Visual Designer & Art Director — Alexa | Amazon *Jul 2016 - Apr 2019*

- Directed consumer-marketing visual design across digital, social, and co-branded packaging.
- Commissioned and art-directed external illustrators, set brand guidelines for global partners, and mentored a team of designers through high-stakes product launches.

Visual Designer & Art Director — Appstore | Amazon *Feb 2014 - Jul 2016*

- Led creative direction for Amazon Underground and Amazon Coins, including multi-platform marketing campaigns and mobile-gaming promotions reaching thousands of app developers.

Freelance Graphic Designer & Art Director | Various clients 2006 - 2014

- Branding, print, and digital design for startups, entertainment companies, and corporate clients.
- Art direction and graphic design for two web series that won Primetime Emmys (see Recognition).

DETAILS

SELECTED CLIENTS Johnson & Johnson · MedicAlert Foundation · Dickies · ABC Legal
· NetActuate · Boom Ball · Smartr 1031

TOOLS Illustrator · Photoshop · InDesign · Figma · Adobe XD · Sketch · WordPress
· Blender · Keynote & PowerPoint

EDUCATION Stanford University — BA, Communications

RECOGNITION Contributor to two **Primetime Emmy-winning** interactive programs, recognized by the Television Academy: *The Lizzie Bennet Diaries* (Graphic Designer, 2012-13) and *Emma Approved* (Art Director, 2014-15).