

ADAM C. DELL

DESIGNER-ENGINEER

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SKILLS

APPS & ENGINEERING

iOS & Android apps
Swift, Kotlin, Capacitor
JavaScript, HTML5 / CSS
PHP & REST APIs
App Store Connect
Google Play Console
In-app purchases
Offline web apps (PWA)

PAYMENTS & COMMERCE

Stripe Checkout & webhooks
PayPal
WordPress & WooCommerce
Shopify, OpenCart & CMS
eBay inventory sync
Live pricing feeds

CREATIVE SOFTWARE

Adobe Creative Suite
Photoshop & Illustrator
Figma, Canva, Sketch
AI Graphics
InShot, CapCut

CONTENT & MARKETING

Branding & Illustration
Copywriting
App store optimization
Short-form video ads
Creative direction
Campaign & email design
SEO & Google Analytics 4
Social media management

PRODUCTIVITY

Microsoft Office
Google Workspace
Slack, Discord, Telegram

EDUCATION

State University of New York at
Plattsburgh
Bachelor of Science, Biology

SUMMARY

Designer-engineer who designs, builds and ships. Three apps live on the App Store and Google Play, rated 4.3 to 5.0 stars, with web editions sold through Stripe. E-commerce stores with live pricing APIs, eBay sync and Stripe + PayPal checkout. 25+ years of creative leadership, from \$3M+ raised through investor decks to \$4M+ in e-commerce revenue. Work at acdell.com.

APPS IN THE STORES

Belfry · iPhone & iPad

APP STORE · FREE WITH \$9.99 PRO UPGRADE · WEB EDITION \$14.99 VIA STRIPE

A bell tower app with recorded bell voices, change-ringing peals and a sky drawn from the user's location. Designed, illustrated and built end to end in Swift and JavaScript with Capacitor, including the web edition's Stripe Checkout, webhooks and emailed licence keys.

The Ship's Clock · iOS & Android

APP STORE 5.0★ · GOOGLE PLAY 4.3★ (37 REVIEWS, 1K+ DOWNLOADS) · WEB EDITION VIA STRIPE

Ship's bells on the traditional eight-bell watch, with nautical alarms. Shipped to both stores and grown with app store optimization and short-form video ads to 40,000+ views.

The Dream Machine · iOS & Android

GOOGLE PLAY 4.5★ · 500+ DOWNLOADS · APP STORE

Binaural-beats studio for focus, meditation and sleep, with interface and artwork drawn by hand.

EXPERIENCE

CREATIVE DIRECTOR / PURPLE FROG

JANUARY 2026 - PRESENT

Lead designer delivering print design, signage and brand identity. Produced marketing campaigns and AI-generated graphics, with full production in Adobe Photoshop and Illustrator.

DIRECTOR & DESIGNER-ENGINEER / ACD CONSULTING

MAY 2023 - PRESENT

- Designed, built and launched the three apps above, plus their store listings, marketing sites and video ads.
- Built HarrisonCoins.com: a WooCommerce store with a live gold, silver, platinum and palladium pricing engine, eBay inventory sync, custom plugins and Stripe + PayPal checkout with insured shipping.
- Built HVCoin.com, a dealer site with live spot pricing and an online appraisal form.
- Built Investry.com; lead copy editor for the Stan Getz Estate, including a Grammy-winning album. Created and marketed digital character assets, securing copyrights and royalties.

VISUAL DESIGNER / NFL HALL OF FAME VILLAGE

JUNE 2022 - APRIL 2023

Designed and deployed generative NFT collections on Polygon, directing creative, copywriting and smart contracts. Built the minting website with Crossmint integration and trained staff on blockchain tools. Sold out Diamond passes in one hour, yielding \$25,000.

MARKETING & BRAND DIRECTOR / SUNORA BACANORA

MARCH 2018 - NOVEMBER 2021

Created the investor deck, copywriting and illustrations that raised \$3M+ in funding. Built the WordPress/WooCommerce site and store, and led the redesign of branding, bottle art and company voice.

ART & MARKETING DIRECTOR / PUSSER'S WEST INDIES

JANUARY 2009 - APRIL 2021

Led design, copy and illustration for a lifestyle brand's full product line. Managed WordPress/WooCommerce e-commerce with photoshoots, A/B testing and email campaigns across print, digital, signage and experiential channels.

FOUNDER / 24TEE.COM

FEBRUARY 2010 - JANUARY 2021

Founded and branded an OpenCart store that generated \$4M+ in revenue. Created the #1 best-selling item in Amazon's apparel category four separate times, driving 800+ unit sales per day.

CO-FOUNDER & CREATIVE DIRECTOR / NYCD, INC.

FEBRUARY 1998 - MARCH 2006

Creative director for 100+ multimedia projects, with extensive print design for CD and DVD packaging. Ran PPC campaigns on a \$20,000+ monthly budget and grew the company from a shoestring budget to \$5M+ in yearly sales.