

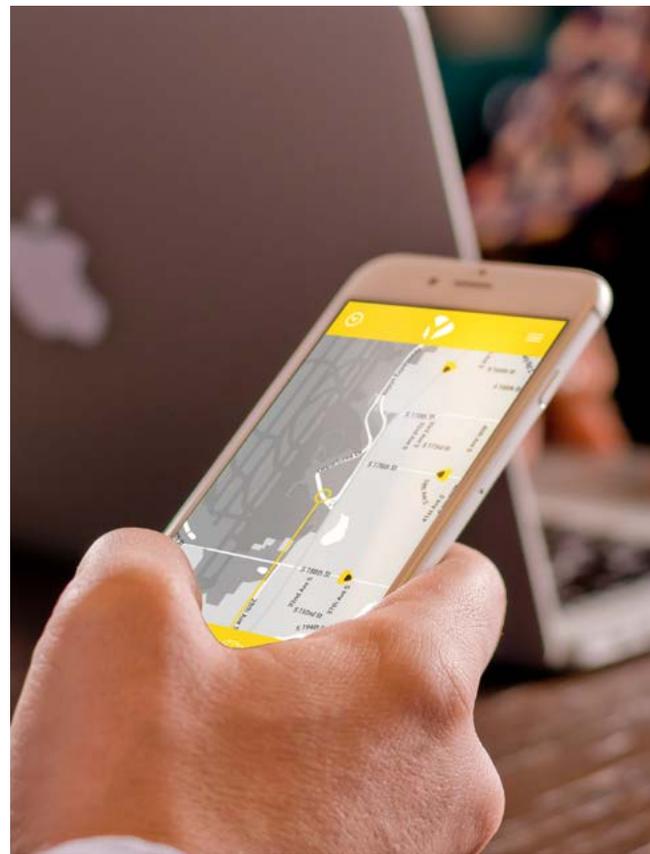
# ADAM KUGLIN

*DESIGNER &  
DEVELOPER*

Adam Kuglin is a graphic designer, web developer, and creative consultant based in Seattle, Washington focused on creative solutions that deliver results. Creating and supporting positive social change, healthy communities, and access to the arts and sciences have been important influences on his creative trajectory. Focusing his practice on small & medium-sized businesses and non-profit organizations, Adam aims to bring agency-level design to your next project. Enclosed is a curated sampling from a body of professional design work spanning over a decade.

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## Rebrand *Seattle Yellow Cab*

In a time of major change, an organization often seeks to refine its image. With the likes of Uber and Lyft making rapid inroads into the traditional taxi market, Seattle Yellow Cab hired me for an exploratory process around a brand new look and feel across all of their customer touch points. Though ultimately the client decided on a less aggressive tack, I developed a thorough plan for how they might proceed to reposition themselves in the market as a more sophisticated player while nurturing a friendly, local personality intended to re-engage Seattle customers with the changes being made across the passenger experience.



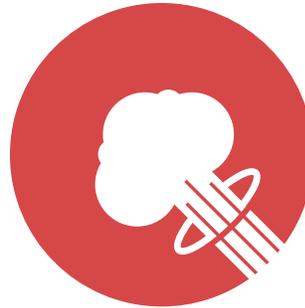
## Creative Direction

*Somabay Egyptian Solar Challenge  
& Global Hybrid-Electric Challenge*

The Somabay Egyptian Solar Challenge, and the Global Hybrid-Electric Challenge brought together college students and club teams from all six continents to race solar cars and small hybrid-electric kit cars at the spectacular Somabay resort in Hurghada, on Egypt's Red Sea coast. I was engaged to supervise and direct a \$100,000 media program employing five local designers and producers to brand and promote the event to a global audience. From print, to merchandise, to on-course signage, to digital and social media assets, to art directing video and photography, to external communications and PR, I was the single lead for all public creative media.



# RIDDLE ROOM



RIDDLE ROOM  
BUNKER™



RIDDLE ROOM  
STARSHIP™

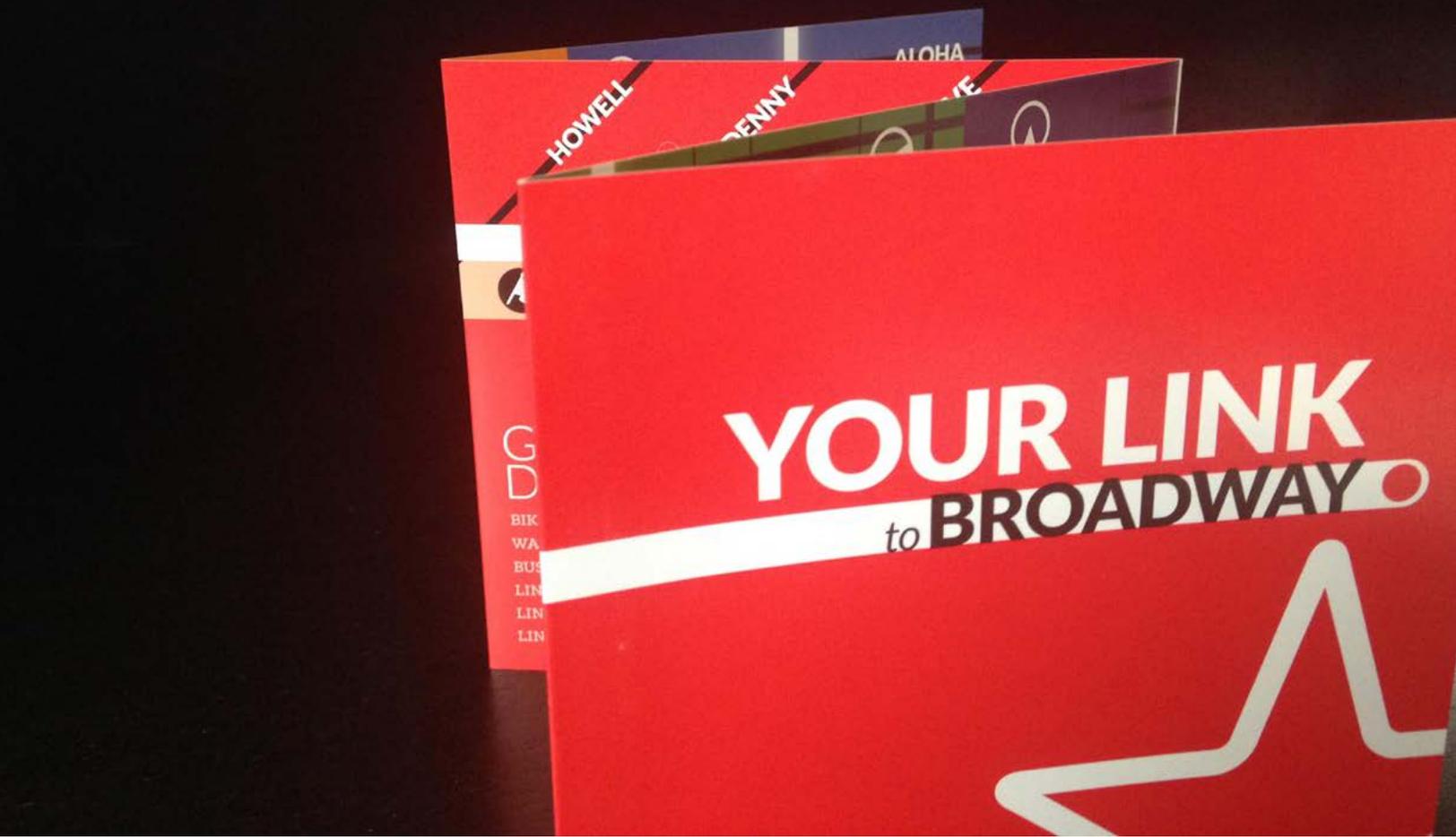


RIDDLE ROOM  
PRETENDER™

## Riddle Room Icons

*Modern Antics*

Riddle Room, a builder and operator of an emerging genre of 'room escape' puzzle games sprouting up across the country, needed an icon set to represent the various room themes under their umbrella. We made the decision for the entire set to harken to the parent brand, with an expressive color palate to represent the exciting, fun nature of the client product. The icons to the right represent the first three rooms launched under the Riddle Room brand.



## Promotional Map

*Sound Transit & Capitol Hill Chamber of Commerce*

Having set aside mitigation funding for retailers in the business district impacted by years of construction, Sound Transit & the Capitol Hill Chamber of Commerce sought a promotional tool for opening day at the brand new Capitol Hill Link Light Rail station. The project required balancing and integrating the sometimes diverse interests of both the large public agency and the impacted business

community. With a mandate to coordinate with other opening-day materials installed throughout the neighborhood, I created a bright, energetic accordion-folded map of the Broadway business district, highlighting features of the neighborhood of interest to both locals and those who'd venture into the area on the new trains.

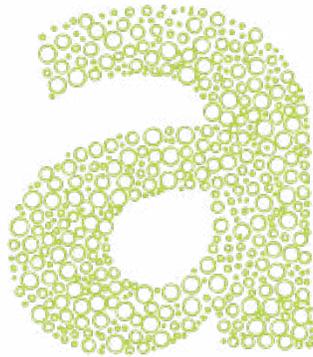


## Yard Sign

### *Washington United for Marriage/Approve 74*

Washington United for Marriage tasked me with developing the official campaign yardsign for a 25,000 impression run to be distributed statewide. Working with senior leadership it was left to me to use available message guidance to devise and propose a slogan and look and feel that would inform many of the rest of the materials during the 14-month, \$12.3 Million referendum campaign. After a period of discussion and revision, and with two factions within the campaign leadership and communications teams lining up firmly behind two of the six slogan

options I'd proposed, the simple idea of printing one slogan on one side of the sign, and one on the other (not frequently done in political campaigns), and using it as a gimmick to move yardsigns: "Choose your Slogan!" occurred to me. It worked, satisfying both internal factions, and providing a fun tool to encourage members of the public to engage with the campaign.



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Advocacy  
Northwest

*Draw a Crowd.*

## Brand Refresh

*Advocacy Northwest*

The Advocacy Group, a regional consulting firm specializing in outreach for corporations, campaigns, organizations and trade groups, needed a brand refresh to introduce an expanded portfolio of services including digital and social media management. With a particular specialty in driving public and legislative support for favorable policy, I undertook to develop a refreshed name, brand call-to-action, and related mark that spoke to the primary thrust of the work while leaving room for the breadth of the expanded service portfolio. After an iterative process, the client and I selected **Advocacy Northwest** and **Draw a Crowd** from a list of options, and from there I developed a refreshed brand mark and visual language to represent both continuity from the existing brand as well as a refreshed philosophical approach and expansion of in-house lines of service.

*Previous*

