

# Adam Logan Fulrath

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## Head of Creative

**Pottermore from J.K. Rowling** November 2014 to Present

- ▶ Provide creative direction on all visuals, interactive experiences and physical merchandise for millions of global users whilst collaborating with the author and major partners such as Warner Bros., Apple, *Harry Potter and the Cursed Child*, Harry Potter Studio Tour London, Little Brown and the British Library.
- ▶ Design marketing campaigns, editorial content videos, epub covers, infographics and animations for worldwide launches tied to *Harry Potter and the Cursed Child*, *Fantastic Beasts and Where to Find Them*, *Pottermore Presents* and exclusive writing by J.K. Rowling.
- ▶ Work with external design agencies on relaunch of pottermore.com as a content driven, mobile-first site and the Patronus quiz as a three.js interactive experience.
- ▶ Manage creative and production teams across digital channels, product and eCommerce lines of business.
- ▶ Supervise UX and UI team for pottermore.com, continually refreshing and redefining the site with new functionality, content types and features.
- ▶ Conceive large scale environments and produce on location video shoots with Harry Potter film talent for annual Celebration of Harry Potter at Universal Studios Orlando.
- ▶ Manage roster of talented and diverse freelance designers, illustrators and writers such as Olly Moss and MinaLima to successfully execute creative projects with tight deadlines and budgets.
- ▶ Oversaw creation of editorial team, tone of voice and content delivery schedule for 2015 relaunch.

## Creative Director

**Time Out London** September 2012 to October 2014

- ▶ Art directed all editorial content for London's free arts and entertainment guide with a weekly circulation of 315,000.
- ▶ Supervised look and feel of timeout.com, redesign of current site and international digital presence.
- ▶ Maintained international brand consistency across print editions and digital platforms.
- ▶ Oversaw all advertorial, marketing and branding design.
- ▶ Managed Art and Photo staff of 15, internal photography studio and external digital design agency.
- ▶ Liased directly with company owner and C-level executives.
- ▶ Conceptualised and Design all Time Out London covers, beginning with PPA 2013 Cover of the Year.
- ▶ Handled budgeting for all photography, design and illustration.

## Design Director

**Time Out New York** March 2007 to September 2012

- ▶ Oversaw all design for the magazine, website, marketing and special projects.
- ▶ Supervised Art and Photo staff of 12 people as well as freelance designers and photographers.
- ▶ Art directed numerous award-winning covers.
- ▶ Managed design across all North American titles.

## Art Director

**Future US** November 2003 to March 2007

- ▶ Designed *Guitar One*, a national monthly music magazine.
- ▶ Art directed *Guitar World*'s staple of titles including *Future Music*, *Guitar World Acoustic*, *Bass Guitar*, *Guitar Heroes*, *Guitar Legends*, *FX Heroes* and *Hip Hop Heroes*
- ▶ Supervised design staff, managed art budgets and coordinated marketing projects.

## Senior Art Director

**Cherry Lane Magazines** March 2000 to November 2003

- ▶ Managed design staff in the creation of *Guitar One*, *Women Who Rock*, *Home Recording*, and *Music Alive* magazines.
- ▶ Launched *Women Who Rock*, a successful monthly magazine.
- ▶ Hired photographers and illustrators and conducted all photo research.

## AWARDS AND HONOURS

**Drum Awards** Shortlisted for Design Strategy of the Year and Digital Strategy of the Year 2017 (Patronus experience). Shortlisted for Best Website, Best website design, and Best News/Media/Publishing Website App or Campaign 2016 (Pottermore.com)

**FWA of the Month** October 2016 (Patronus experience)

**Awwwards** The Best 365 Websites Around the World 2016 (Patronus experience)

**FutureBook awards** Shortlisted for Digital Book of the Year 2016 (*Pottermore Presents*)

**PPA** Cover of the Year, Winner 2013, shortlisted 2015 (*Time Out London*)

**National Magazine Award** Finalist for General Excellence 2010, 2011 (*Time Out New York*),

**Ozzie Award**, 2013 Gold Winner for Best Use of Photography, Consumer (*Time Out London*); 2012 Gold Winner for Best Use of Illustration, Consumer, Bronze Winner for Best Use of Digital Imagery, Consumer (*Time Out New York*); 2009 Gold Winner for Best Use of Digital Imagery, Consumer (*Time Out New York*); 2008 Gold Winner, Best Use of Digital Imagery, Consumer, Gold Winner, Best Use of Illustration, Consumer (*Time Out New York*); 2007 Gold Winner, Best Use of Digital Imagery, Consumer (*Time Out New York*)

**SPD** Silver medal, Best Lifestyle App 2012, Merit Winner 2007, 2008, 2009, 2010, 2011, 2012 (*Time Out New York*); 2007 (*Guitar One*)

**Cap & Skull**, Honor Society of Rutgers College