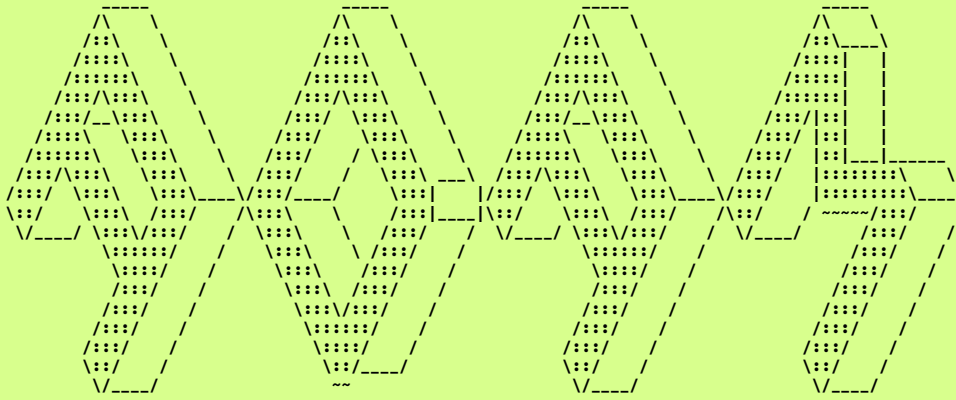




C:\USERS\ADAM> PROFILE

Creative Director, Brand Builder, and Product Designer with experience across consumer products, gaming, wellness, sports apparel, packaging, eCommerce, and digital-first startups.

Focused on visual systems, creative direction, brand storytelling, high-conversion marketing, and commercially successful consumer experiences.

C:\USERS\ADAM> CONTACT

LOCATION : Providence, Rhode Island
EMAIL : adam@droptics.com
LINKEDIN : linkedin.com/in/adam-cournoyer

C:\USERS\ADAM> EXPERIENCE

[**DROPTICS**] ===== PRESENT
CO-FOUNDER / CHIEF MARKETING OFFICER

- > Built and developed branding, packaging, product positioning, and digital marketing systems for a modern eye-care company.
- > Directed creative strategy across eCommerce, social, advertising, and creator-focused campaigns.
- > Directed, scripted, and produced creative shoots for product launches, commercial campaigns, and branded digital content.

[**HELLO CAKE**] ===== 2021 – 2025
CREATIVE DIRECTOR > CHIEF CREATIVE OFFICER > CHIEF MARKETING OFFICER

- > Led multidisciplinary creative and marketing initiatives across packaging, retail, product design, digital campaigns, and brand strategy.
- > Built high-conversion PDP frameworks and cohesive visual systems.
- > Directed, scripted, and produced commercial creative shoots, campaign content, and branded storytelling initiatives.

C:\USERS\ADAM> EXPERIENCE CONTINUED

[**HASBRO**] ===== 2014 – 2021
SENIOR GRAPHIC / BRAND DESIGNER > SENIOR PRODUCT DESIGNER

- > Developed gameplay systems, packaging, product branding, and retail-ready visual experiences for global entertainment brands.
- > Collaborated with engineering, manufacturing, and marketing teams.
- > Directed and developed product photography, marketing visuals, promotional shoots, and branded creative assets.
- > Contributed across product development, packaging systems, launch execution, and consumer product storytelling.

C:\USERS\ADAM> ADDITIONAL EXPERIENCE

SIEMENS HEALTHCARE / NEW BALANCE / PUMA / WARRIOR SPORTS

- > Packaging Design
- > Apparel Design
- > Production Design
- > Retail Marketing + Visual Communication

C:\USERS\ADAM> SKILLS

CREATIVE DIRECTION / BRAND STRATEGY / PACKAGING DESIGN
PRODUCT DESIGN / ART DIRECTION / VISUAL SYSTEMS
CREATIVE PRODUCTION / SHOOT DIRECTION / SCRIPTING

PHOTOSHOP / ILLUSTRATOR / INDESIGN / FIGMA
AI-ASSISTED CREATIVE TOOLS / eCOMMERCE DESIGN

C:\USERS\ADAM> EDUCATION

NEW ENGLAND INSTITUTE OF ART
BACHELOR OF SCIENCE – GRAPHIC DESIGN

MASSASOIT COMMUNITY COLLEGE
ASSOCIATE OF BUSINESS – MARKETING

C:\USERS\ADAM> SYSTEM STATUS

Currently seeking the next opportunity to help build, grow, scale, and creatively lead ambitious consumer brands.