ADELAIDE SANDSTROM

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EXPERIENCE

Account and Project Manager, House of Sorcery
June 2024 - Present | Seattle, WA

Led interdisciplinary teams in large-scale Environmental, Experiential, and Fine Art design projects for clients like Google, Walmart, and LinkedIn.

- Defined project lifecycle, overseeing conceptual development, design execution, production, and post-project evaluation.
- Utilized team and user surveys to capture feedback, optimize performance, and inform strategy decisions.
- Articulated the value of design thinking and human-centered design to partners and stakeholders.
- Drove innovation and process improvement through research, documentation, and excellence in verbal and written communications.
- Designed internal systems hierarchies and frameworks, implementing structured approaches to data quality assurance (QA), accessibility, search optimization, storage and archiving, file naming conventions, versioning, tagging, and project coding.
- Partnered with Individual Contributors to produce design components and prototypes (3D CAD models, sketches, renders, plan drawings, elevations, build documentation plans, web modules, design intent decks, concept decks, technical approval packages).
- Collaborated cross departmentally to ensure design strategy buy-in from executive, business development and production teams.
- Encouraged design exploration and ideation while ensuring creative output aligned with broader business goals (business development, revenue, sustainability, efficiency, customer satisfaction, skill building, retention, culture).

Creative Project Manager, Microsoft Azure
October 2023 - January 2024 | Seattle, WA (Contract)

Guided production and fulfillment teams in content development, video production, and motion design for Microsoft's Visual Subscriber Studio.

- Audited server data to migrate and build tool libraries, wikis, and applications for fonts, colors, and other technical design components.
- Contributed to content strategy for ebooks, white papers, and case studies.
- Collaborated across teams to ensure alignment and buy-in from all stakeholders, internal and external
- Maintained all Microsoft brand guidelines and drove content engagement by establishing narrative, tone and point of view

Creative Project Manager, Parker Studios
November 2022 - April 2023 | Seattle, WA

Managed end-to-end creative projects, including brand identity, graphic design, and web design, using Agile methodologies to streamline workflows.

- End-to-end Agile management of design services including brand identity, graphic design and web design.
- Guided Individual Contributors through content strategy, imagery selection, site mapping, wireframing, prototyping, and UX best practices.
- Developed design guidelines including use cases, examples and constraints.
- Optimized workflows by implementing Agile methodologies, Kanban boards, and consistent project documentation.
- Led weekly 1:1 meetings with Individual Contributors to define goals, expectations, and tasks.
- Owned project documents including scope, creative briefs, proposals, and RFPs.
- Advocated for ethical design resourcing, professional development opportunities, portfolio work, and creative experimentation.

Account Manager, Walker Sands
April 2022 - October 2022 | Seattle, WA

Developed UI/UX workflows and paid digital media content for B2B marketing and conversion optimization campaigns (landing pages, email campaigns, ads etc).

- Defined Goals & KPIs (e.g., conversion rate, bounce rate reduction)
- Analyzed creative performance (heatmaps, Google Analytics, session recordings)
- Developed Wireframes & A/B Testing Variants
- Implemented UI/UX Best Practices (CTA placement, contrast, visual hierarchy)
- Actively tracked and reported campaign performance data to senior leadership
- Adjusted campaign creative in real time to meet performance goals.
- Mentored design team in content/creative strategy, effectively translating stakeholder goals and expectations.

Advertising Account Coordinator, The Seattle Times
April 2020 - April 2022 | Seattle, WA
Managed digital and print advertising across multiple platforms (desktop, mobile, connected devices).

- Campaign and account management for active advertising campaigns appearing in The Seattle Times (print and web) and across social and programmatic channels.
- Managed budgets, including order entry and invoicing in ATOL (Ad Tracker Online) platform.
- Set and negotiated paid media rates and packages containing guaranteed Cost Per Click (CPCs), impressions, and print placements.
- Robust audience segmentation in Google Ad Manager, delivering impressions based on geo, income, time of day, and other affinity categories. Updated targeting parameters in real time to meet CPC and engagement goals.
- Implemented A/B creative testing for ad display content, testing CTAs (calls to action), button placements, colors and imagery.
- Led design optimization efforts, leveraging Google Analytics and campaign performance data to drive creative solutions.
- Leveraged GTM tags for pixel tracking and page view, clicks, and conversion tracking
- Ensured seamless ad delivery, managing and uploading digital assets into Google Ad Manager (GAM), troubleshooting display stability, and optimizing click-through performance.
- Implemented strategic audience targeting, using GAM aggregate data to refine geo-targeting and audience segmentation.

Publicity Intern, Sub Pop Records
July 2019 - December 2019 | Seattle, WA
- Fielded promotional requests from media outlets, artists, and other music industry stakeholders, connecting appropriate parties and distributing press releases, news clips, and other marketing materials.
- Global media monitoring for Sub Pop / Hardly Art mentions across web and social platforms, archiving clippings and reposting content across Sub Pop platforms.

All Songs Considered Intern, NPR Music
December 2018 - June 2019 | Washington, DC
Supported Tiny Desk Concert and All Songs podcast teams in content creation and audience engagement across NPR platforms.

- Managed the weekly All Songs show page build in Seamus CMS, ensuring cross platform consistency in UX, layout, and visual hierarchy.
- Curated new music coverage with consistently high engagement across digital platforms and products including Web (NPR.org), Social (YouTube, Instagram, Twitter), and Audio Streaming Apps (Apple Podcasts, Spotify, NPR One).
- Performed in-depth audience research of online music communities, adapting content based on keywords, visual/aesthetic trends, and implementing global SEO strategy accordingly.
- Worked directly with artists & labels, ensuring content aligned with campaign goals/accurately captured artist vision, narrative, and intent.
- Assisted in audio and video production for live Tiny Desk performances and All Songs Considered podcast episodes.
- Collaborated with editorial, production, and design teams to develop multimedia storytelling formats, reinforcing NPR brand identity.

E D U C A T I O N

BA - Journalism/Public Relations, Western Washington University
September 2012 - June 2018 | Bellingham, WA

Marketing Director, KUGS 89.3-FM
June 2017 - June 2018 | Bellingham, WA

S K I L L S

Prototyping Tools (Figma, Mural, Sketch, Midjourney, Procreate) | Analytics (Google Data Studio, Google Analytics) | Adobe Suite (PhotoShop, InDesign) | GSuite (Drive, Docs, Sheets, Slides, Calendar) Content Management Systems (Seamus, WordPress) | Office 365 (Outlook, Excel, Word, Powerpoint) | Project Management (Trello, Basecamp, ClickUp, Notion, Wrike, Asana) | Team Collaboration (Slack, Teams) | AP, MLA, Chicago Style | SEO | Audio Production (ProTools, MTE, NewsFlex)

Design Leadership & Strategy – Building and scaling design processes, systems, and teams.
User Experience & Interaction Design – Prototyping, wireframing, and designing for multi-platform experiences.
Cross-functional Collaboration – Aligning design efforts with client, product, engineering, and marketing teams.
Analytics & Data-Driven Design – Google Analytics, campaign performance metrics, and user research.
Project & Team Management – Agile methodologies, sprint planning, and workflow optimization.
Design Tools & Technologies – Figma, Adobe Creative Suite, Sketch, Mural, MidJourney, Procreate.