

Adam Sienkiewicz

Creative Director · Creative Operations · Brand Strategy | Founder, RecLet
Story Theorist | Leading Teams to Align, Brand, & Create.

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SUMMARY

Creative leader who builds the systems teams ship through. Twelve years in design, motion, and production at WGN-TV, NewsNation, and Epsilon, the last six leading teams: eight new show brands and the creative infrastructure for a national news launch, a global digital-production team across the US, UK, and India, and automation that turned out 900+ trivia animations a quarter for Tribune's national multicast networks. In 2026, founded RecLet and built a cross-platform app to store-ready by running AI coding agents as a production team: briefs, standards, review gates, 80+ releases. I work from story theory: a brand's promise, the line of copy that earns the click, even the palette, because a product built to calm someone cannot be red. That judgment, production discipline, and fluency with the AI workflows creative teams are now adopting.

EXPERIENCE

Founder & Creative Director — RecLet (Mautonce LLC), remote March 2026 – Present

RecLet is a local-first writing and audio studio for iOS, Android, and web: four content types, an on-device audio Studio with LUFS mastering, and export to open formats (ODT, PDF, EPUB, MP3, M4B, FLAC). No account, no cloud, no AI in the product. reclet.now

- Founded Mautonce LLC and took RecLet from concept to store-ready in six months: product, brand, UX, ownership of every word of copy and legal, pricing, and App Store / Google Play readiness, across 80+ versioned releases with written release notes.
- Directed AI coding agents (Cursor, Claude Code) as a production team, writing the briefs, acceptance criteria, and review gates behind ~170K lines of TypeScript/React and a Rust→WASM document kernel: 520 merged pull requests, 4,100+ unit tests, 85 end-to-end tests, CI-gated releases.
- Authored the standards the agents work from and the record they update: a library of 67 agents, 75 skills and 84 rules covering QA, security review, accessibility, store compliance and brand voice, a 42,000-word product Blueprint, and 50+ architecture decision records. The onboarding-and-standards discipline I built for human teams, applied to AI.
- Built the brand from zero and owned every word of it: name, identity, tagline system, StoryBrand brandscript, competitive positioning against Descript, Scrivener, and Ulysses-class tools, the marketing site, onboarding, a 43-entry help FAQ, paywall and billing copy, the App Store listing, and the privacy policy and terms.

Manager, Digital Production — Epsilon, Chicago April 2023 – March 2026

Led a team of six digital producers, with partner teams in the US, UK, and India, through high-volume digital marketing programs for OLIPOP, the NFL, McDonald's, Walgreens, Marriott, and Anheuser-Busch.

- Designed the workflow from intake to delivery, so work stopped stalling between teams and clients could be given dates that held.
- Wrote the onboarding and the compliance checks, so a new producer and a new engineer started from the same expectations instead of learning them by accident.
- Built the production system for Spaceback, which turns social posts into paid ads, end to end: account manager's request through Digital Production to build and client revisions. Rolled it out with the US and India teams, then stood the process up with Epsilon's LATAM teams, and wrote the pitch material that sold it as an added service to existing and prospective clients.
- Turned messy program requirements into plans people could act on, and coached producers into bigger roles, including owning client relationships and working alongside AI tools.

Storyboard Artist (contract) — Encyclopædia Britannica, Chicago, remote February 2023 – January 2024

- Storyboarded the topic-introduction videos for Expedition: Learn, Britannica's science and social-studies platform for grades 3–8, launched October 2023. Turned scripts and subject-matter-expert notes into shot-by-shot storyboards in Adobe XD with sourced stock footage, which production then animated to spec. Concurrent with my role at Epsilon.

Manager, Creative Innovation & Production — NewsNation (Nexstar Media Group), Chicago Oct 2021 – May 2023

Manager, Graphic Design / Art Director — NewsNation, Chicago Sept 2020 – Oct 2021

Joined at the network's launch (September 1, 2020) and built the creative infrastructure that carried a three-hour

newscast toward 24-hour national news.

- Designed the network's first live-event packages within 60 days of launch: the 2020 presidential and vice-presidential debates and election night.
- Carried the brand through the WGN America → NewsNation rebrand (March 2021) and the July 2021 relaunch campaign; designed branding for eight new shows, each with key art, an open, and a template family.
- Built 31 new Ross Xpression templates (a 30% larger library) so producers, writers, and editors could build routine graphics themselves, and trained those roles across the network's locations.
- Co-managed a team of eight (seven designers and a motion designer) through year one, then ran it alone when my co-manager left and was not replaced; three moved into supervisory roles. Introduced task assignment and deadline accountability that cut errors and sped delivery. Brought Blender in as the 3D pipeline and trained the team on it.
- Built the election-night graphics system for the 2022 midterms, which drew 93K households in primetime, and the template library and training behind the move to 24-hour weekday programming in April 2023.
- Network context over the same period, Nielsen as reported by Adweek, Variety, The Desk and Mediaite: primetime audience more than doubled from the 2021 rebrand year to 2023, a 46K to 101K average, and NewsNation took its first primetime 25–54 wins over Fox News and MSNBC that Christmas weekend.

Graphic Artist / Media Manager — WGN-TV (Tribune Media, then Nexstar), Chicago Jan 2014 – Sept 2020

- Graphics for WGN Morning News, Chicago's #1 morning newscast for ten straight years (Adults 25–54, 6–9 a.m.): six hours of live television every weekday, through the 2014 WGN America split and the 2019 Nexstar transition; the streak's widest lead, +70%, came in 2020.
- Lead designer for Man of the People with Pat Tomasulo (2018–2019): about 80 graphics and animations a week, 4,000+ in all; season one averaged a 1.4 rating (45,518 households), ranked #2 in Adults 25–54 among regularly scheduled Saturday late-night shows, and was renewed.
- Built an After Effects + Excel automation system that generated 900+ trivia lower-third animations a quarter for Tribune's national multicast networks (Antenna TV, This TV), replacing hand-built graphics.
- Built the anchor-intro open system for the 2015 WGN News redesign: one template family with replaceable media slots and retouched anchor portraits, used for every newscast, and the live Ross Xpression package for Chicago Football Weekly's September 2020 launch.
- Animated the 2018 WGN Sports package from the art director's design: transitions, interstitials, and per-player and stats animations for the Cubs and White Sox, the last package WGN Sports aired before its 72-year Cubs run ended in 2019.

SKILLS

Creative leadership: brand identity, art direction, motion and animation, key-art and template systems, broadcast graphics (Ross Xpression), Adobe Creative Cloud, After Effects, Blender, Figma, Adobe XD

Creative operations: workflow architecture, program management, production automation, digital asset management, documentation and training, onboarding systems, change management, cross-functional planning, hybrid and remote team leadership (US, UK, India)

Product and brand strategy: product marketing, positioning, StoryBrand messaging, design systems, pricing and tier design, App Store and Google Play launch readiness, privacy and legal parity, accessibility (WCAG, VoiceOver)

Directing AI agents: Cursor, Claude Code, agent/skill/rule authoring, brief and acceptance-criteria writing, adversarial review gates, CI-gated releases, GitHub pull-request workflow; working knowledge of TypeScript/React, Capacitor (iOS/Android), Git

EDUCATION, TRAINING, CERTIFICATIONS & AWARDS

B.A., Communication, Media and Theatre; Minor in Media Studies — Northeastern Illinois University, 2022

Second City Training Center, Chicago — Improvisation Program (all five levels), completed April 2016; Voiceover

LinkedIn Learning professional certificates (2026): Succeeding as a Senior Manager · Impacting the Business as a Senior Manager or Leader · Change Management · Essential Business Communication Skills · Sales Management Foundations (with the Sales Management Association)

Microsoft — Human Skills in the Age of AI · **2015 Silver Dome Award**, Best TV Use of Graphic Design (Illinois Broadcasters Association)