

# Adam Jackson Pollock

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## Education

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### Master of industrial design

August 2021 - May 2023

Industrial Design

#### Iowa State University

Ames, Iowa

#### Research:

Atmospheric Drinking Water Harvesting

#### Major Professors:

Mani Mina

Akshay Sharma

Carlos Cardoso

#### Coursework:

Design Thinking, Systems Thinking, Human-Computer Interaction (HCI), User Experience (UX), Change Theory, 3D Modeling, Consumer Behavior (Marketing), International Entrepreneurship, Ethics of Design

### Bachelor of Arts

September 1984 - May 1988

Art and Society

#### Pomona College

Claremont, California

#### Research:

Politics of Art in Society

#### Coursework:

Psychology, Sociology, Women's Studies, Art History, Art Practice, Movement

## Summary

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Creative Visioning | Educator | Art/Design Direction | Concept Design and Execution | Product Engineering | Strategic Planning | Business Management | Marketing Direction | Brand Development | Community Economic Development

Creative Director, Entrepreneur, Manufacturer, Artist, Educator and Designer highly regarded for 30+ years of experience developing innovative design solutions and compelling interactions for global clients and municipalities. Recognized as a decisive leader who drives full lifecycle projects from initial vision through launch. Sought after for the rare combination of strong traditional art and design fundamentals coupled with modern interactive and iterative design principles and technological implementation, leveraged with sensitivity to mission-critical design criteria, expectations, storytelling, and creative intent.

## Experience

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2021-2023

### **Instructor of Record**

#### **Iowa State University**

Department of Industrial Design

College of Design

Ames, Iowa

#### **Courses:**

- **INDD 402 Senior Design Studio Spring 2022**  
Developed curriculum exploring: Aging Through Light and Vision  
Under my direction 12 senior students successfully completed their capstone projects in a hands-on experiential learning environment developing products adhering to the principles of inclusive design. Professional guest lecturers were engaged and coordinated to enhance the students' understanding of the problem space and provide assistance on technical issues.
- **INDD 360 Materials and Processes Fall 2022**  
Taught 60+ students in an asynchronous environment on the fundamental properties of materials used in the fabrication of products including wood, ceramics, glass, metal and plastics in conjunction with education on the discrete processes for working with these materials. Established relations with a local manufacturing company and coordinated dual field trips to their facility as an opportunity for students to see learned topics dynamically in practice.

#### **Technology Used:**

- Proficient in Canvas Course Development (completed CELT CDI course in winter 2021)
- Microsoft suite
- Miro
- Access+

1991 - 2021

### **President, CEO, Founder**

#### **Creative, Artistic and Product Development Director**

[Fire Farm Inc.](#)

Elkader, Iowa

#### **Designed innovative and imaginative artistic installations in the medium of light.**

- Married artistic design to impeccably built products with meticulous attention to detail and manufacturing standards.
- Created a continuously evolving line of original products leading the industry in the innovative use of new materials and cutting-edge production process.
- Developed custom fabrication services to facilitate the vision of other artists, interior designers and architects.
- Worked successfully with vendors and installers to execute complex and sensitive installations.
- Established long-term successful relationships with vendors, manufacturers and clients.

## **Product Development**

- Design Director for 30 years overseeing the development and manufacture of thousands of products and numerous public art sculptures.
- Established international brand recognition for innovative product development and deployment.
- Provided art direction for website, printed, digital marketing, and tradeshow booth design.
- Managed internal research and development operations.
- Established Copyright protections for products.
- Successfully licensed product designs from external designers for inclusion in the Fire Farm product line.

## **Executive Functions**

Chief Executive and Chief Financial Officer overseeing all long-term strategic planning and financial strategy including client and supplier contract negotiations and product manufacturing licensing agreements. Provided executive leadership on revenue generation, market share growth and brand positioning.

## **Sales and Marketing**

### **Sales**

Assembled a nationwide network of sales representatives and a national sales manager.

### **Marketing**

Developed and implemented a mixed strategy for marketing that was dynamically responsive to shifts in buying patterns. Methods of engagement included: website development, catalog and postcard mailings, emails to curated design professionals, social media campaigns, tradeshows, print and digital advertising in targeted markets.

### **Budget Managed**

Projects ranged from \$2000 to \$750,000

### **Selected Clients**

Recognized in the industry as a leader in innovation and design working with some of the top retailers, hoteliers, interior design and architecture firms in the industry including: Hilton, Hyatt, Marriott, Four Seasons, Disney, MGM, Macy's, Target, Room and Board, Ritz Carleton

## **Employment**

### **Management**

- Hired and on-boarded mid-level management team and set up training procedures for production-level team.
- Created work environment where employee safety and well-being are paramount, and the commitment to environmentally respectful work processes are maintained.
- Executive leadership focused on team-building, individual development, and autonomous authority and performance.

### **Staff**

Fire Farm employed 26 people with a two-tier management structure.

### **Interns**

Developed internship partnership program with up to 2 paid interns per term. Partnered with Upper Iowa University, Luther College, and **Iowa State University** (Architecture and Industrial Design students).

## Operations

### **Facility**

- Negotiated occupation leases and later purchase agreements for 42,000sqft manufacturing facility in the United States.
- Developed factory floor layout and order of operations planning.
- Acquired, installed, and developed safety compliance and operational training programs for all equipment.

### **Technology**

- Navigated the company from MSDOS to Windows 11 operating systems.
- Introduced MRP and ERP (production management and communications systems), implemented mail and data server installation and configuration, coordinated installation of firewall and emergency backup system.
- Installed computer-controlled CNC routers, plasma cutter and laser cutters to production process.
- Pioneered use of additive 3D consumer-grade printers to design and production processes.
- Introduced 3D modelling into design development, marketing imagery and manufacturing control.
- Configured custom fabrication machines and direct imported from Chinese manufacturers.

### **Logistics**

- Facilitated comprehensive relocation of domestic operations from Oakland, California to Elkader, Iowa.
- Developed overseas vendor partnerships, negotiated purchasing terms, and managed direct import of materials.
- Established network of domestic suppliers and subcontracting vendors.

### **Compliance:**

- **OSHA:**  
Established required documentation and implementation of OSHA regulations.
- **Underwriters Laboratories:**  
Established a UL certified factory for products and custom manufacturing. Implemented compliance procedures and trained production staff. Incorporated UL requirements into Product design early in the development process.
- **ADA (Americans with Disabilities Act):**  
All products designed to meet ADA requirements.
- **EDI (Electronic Data Interchange):**  
Developed internal protocols to meet EDI order management systems.
- **State and Federal:**  
Payroll and employment (HR requirements).

## Community

Engaged in partnerships with local civic organizations and government to write successful grant applications for community and economic development resulting in:

- Introduction of an Art-in-the-Park annual festival
- Art-in-the-Alley and public art commissions
- Renovation of the Opera House and the Cinema
- Master planning and execution of two new downtown parks
- Creation of an ADA-compliant river access point with integrated white water play features
- Redevelopment of industrial buildings to vibrant commercial retail locations in the downtown
- Achieving designations for Elkader as a National Historic district, Iowa Arts and Cultural District, Iowa Great Places designation, and Main Street of America award winner
- Developed partnerships with local colleges and universities to host student internships

## Skills

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- Teambuilding and personnel management and development
- Collaborative design and product development
- Successfully maintained vertically integrated domestic manufacturing throughout an increasingly global supply chain migration
- Industry partnership development
- Cost control and process efficiency program implementation
- Financial and strategic planning
- Program management
- Contract Administration
- Brand development and management
- Production and systems performance optimization
- Operations oversight
- Revenue growth

### Software

- Canvas Software for University curriculum management
- Miro collaboration tool
- Exact Macola Synergy ERP management
- Crystal Reports reporting
- 3D Modelling: Sketchup and Fusion360
- 3D Rendering: Keyshot
- Adobe Photoshop, Acrobat, Lightroom, InDesign
- Microsoft Word, Excel, Outlook, Office360, Exchange Server, OneDrive, PowerPoint, Slack, and Teams
- Manufacturing: Torchmate, MetalCut, gcode

## Honors & Awards

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- 2022 | Finalist Denver International Airport Concourse B Public Art Installation
- 2018 | Selected Spark Sculpture Installation American Family Insurance
- 2016 | Innovation and Excellence Award in Lighting for the Ringz collection
- 2016 | Best Lighting Product Lighting: Individual Lamp/Lighting 20th Annual IIDA/HD Product Design Competition
- 2016 | Best Product Overall Individual Lamp/Lighting Devices 20th Annual IIDA/HD Product Design Competition
- 2016 | Eric Engstrom Award 20th Annual IIDA/HD Product Design Competition for the Belle
- 2015 | Iowa State Volunteer of the Year Award
- 2013 | Best of Year Finalist for Floor Lamps Interior Design Magazine for the Arc Lamp
- 2013 | Best of the Year Finalist for Chandeliers Interior Design Magazine for the Ribbon Chandelier
- 2013 | Editor's Choice Award Best New Product Design All Categories, IHMRS/BDNY tradeshow Ribbon Chandelier
- 2006 | Grants Iowa Main Street Challenge Grant
- 2005 | Best Development Award for his downtown building renovations Renew Rural Iowa Leader Award
- 2001 | American Furniture Award Home Magazine,
- 1997 | Better By Design Award Better Homes and Gardens Magazine

## Work Samples

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### Print & Web:

- [AdamJacksonPollock](http://www.AdamJacksonPollock.com) ([www.AdamJacksonPollock.com](http://www.AdamJacksonPollock.com))
- [Fire Farm Catalog](#) ([FireFarm\\_SpecSheetCatalog\\_2023.pdf](#))
- [Fire Farm Website](http://www.FireFarm.com) ([www.FireFarm.com](http://www.FireFarm.com))

### Video:

- [Spark](https://www.firefarm.com/2020/08/02/the-making-of-spark/) (<https://www.firefarm.com/2020/08/02/the-making-of-spark/>)
- [About Fire Farm](https://www.firefarm.com/2020/08/02/what-is-fire-farm/) (<https://www.firefarm.com/2020/08/02/what-is-fire-farm/>)
- [All](https://www.firefarm.com/videos/) (<https://www.firefarm.com/videos/>)

## References

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