

PORTFOLIO
ADRIAN MCLEAN



HELLO!

ABOUT

I'm Adrian McLean, currently working at Twitter as a product designer for their messaging team located here in San Francisco. My current role combines over ten years experience in the creative, technology and entertainment sectors.

Prior to this, I worked as the Senior Designer for We Are Hunted, a music startup based in Australia. Visually driven, intuitive and simple, We Are Hunted was the daily destination for music lovers looking to discover new music. Twitter acquired We Are Hunted in 2012.

EXPERIENCE

Twitter

2012 - Present

Product Designer
Artist & Industry Relations

We Are Hunted

2007 - 2012

Senior Designer
Artist Relations

Brightfox

2004 - 2007

Senior Designer

EDUCATION

Syracuse University

2012

Bachelor of Design

Griffith University

2003

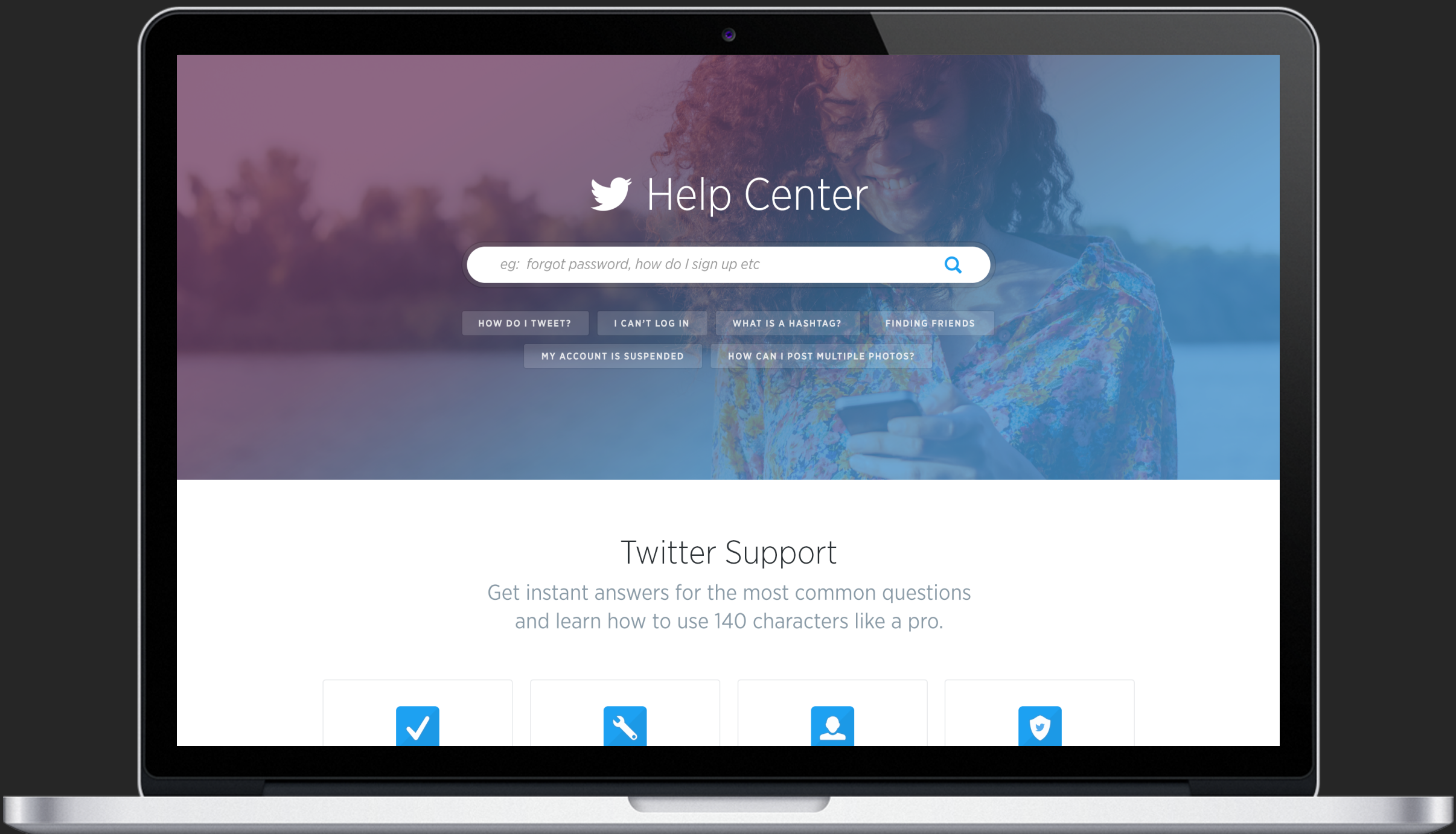
Bachelor of Multimedia

Griffith University

2000

Bachelor of Arts





Twitter Support

Get instant answers for the most common questions and learn how to use 140 characters like a pro.



Using Twitter

Learn the basics to help make the most of Twitter

[MORE](#)



Fix a Problem

Find solutions to the most common problems

[MORE](#)



My Account

Manage your profile and account settings

[MORE](#)



Security & Privacy

Stay safe and in control of your Twitter experience

[MORE](#)

**Twitter**
@Twitter

Learn how mute, block and report can help you take control of your Twitter experience.



NEW FEATURES

Make Twitter your own

Learn how mute, block and report can improve your experience.

[LEARN MORE](#)

QUICK ANSWERS

Trending Topics

- How do I post a Tweet?
- How can I advertise my business on Twitter?
- What is a hashtag?
- Why was my account suspended?
- How do I find my friends on Twitter?
- How do I follow someone?
- How do I post multiple photos?
- What is a protected account?
- How do I customize my profile?

FOR TIPS & INSIGHTS

Follow @Support

**Twitter Support**
@Support

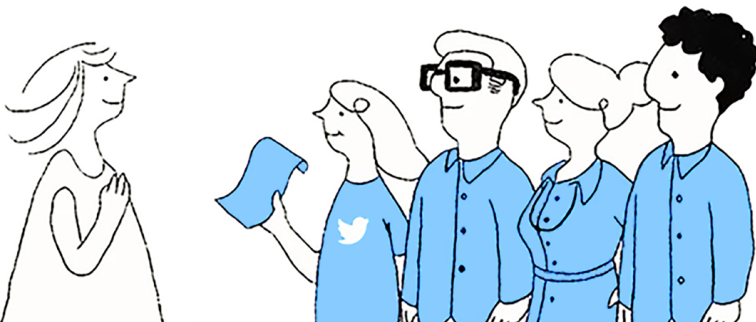
Take a minute to review the Apps tab in your account settings. If you don't remember giving app access, revoke!



**Twitter Support**
@Support

Take a minute to review the Apps tab in your account settings. If you don't remember giving app access, revoke!





CONTACT SUPPORT

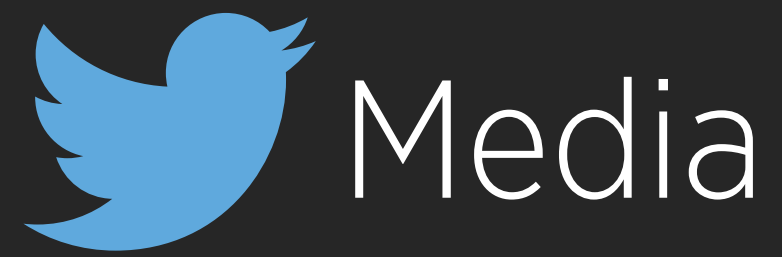
We're here to help.

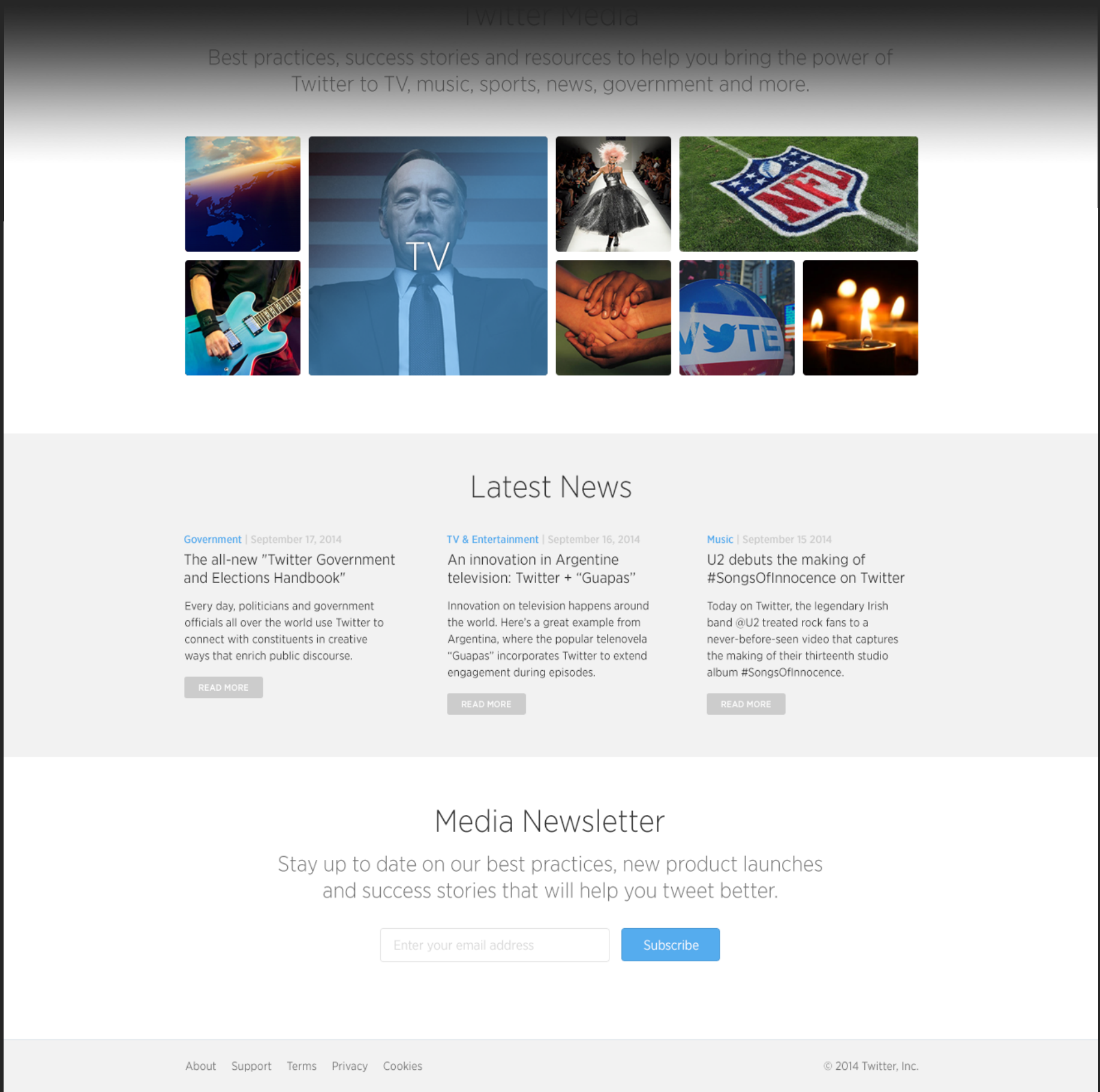
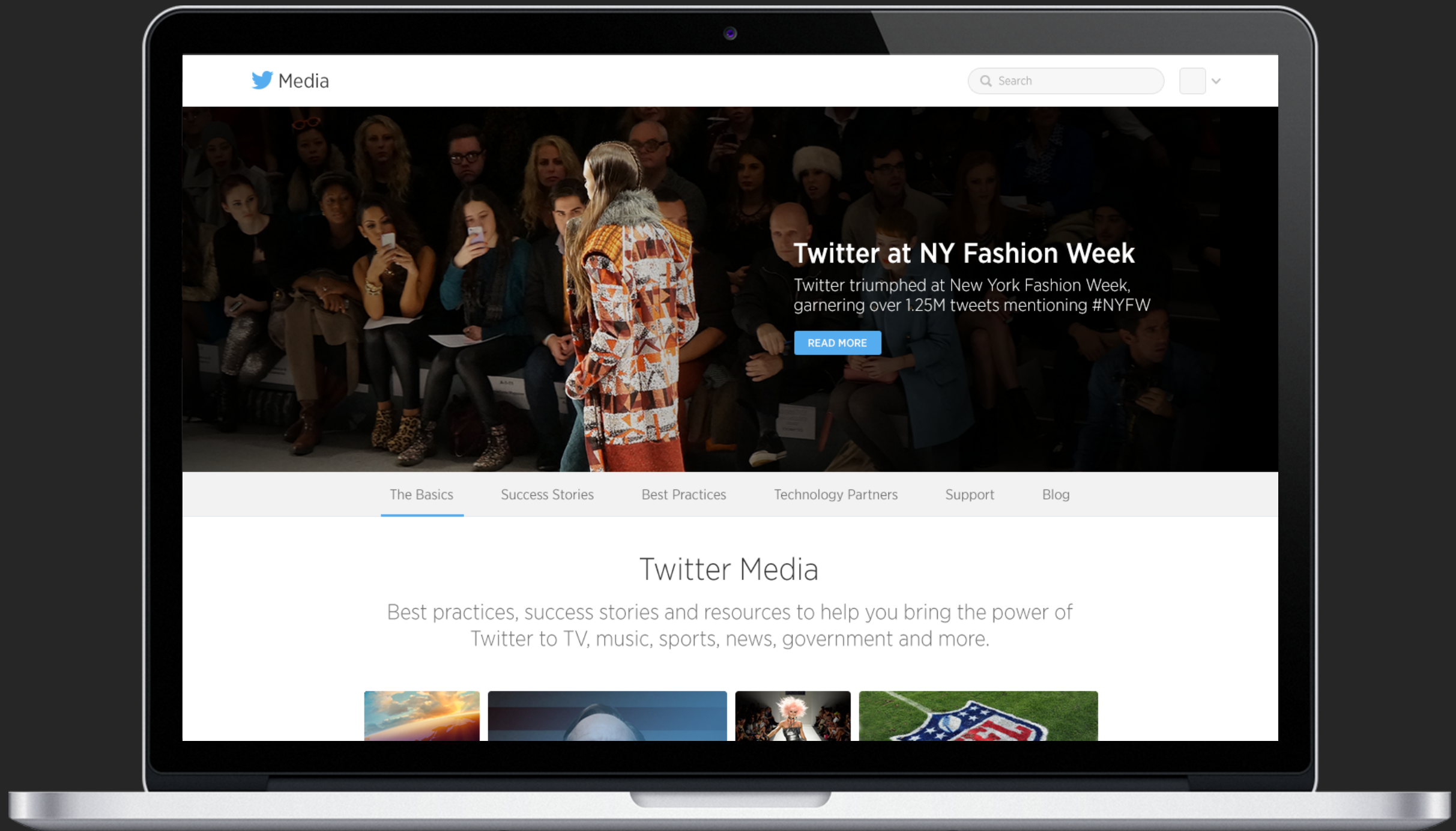
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Submit a ticket below and we'll be in touch

[SUBMIT TICKET](#)

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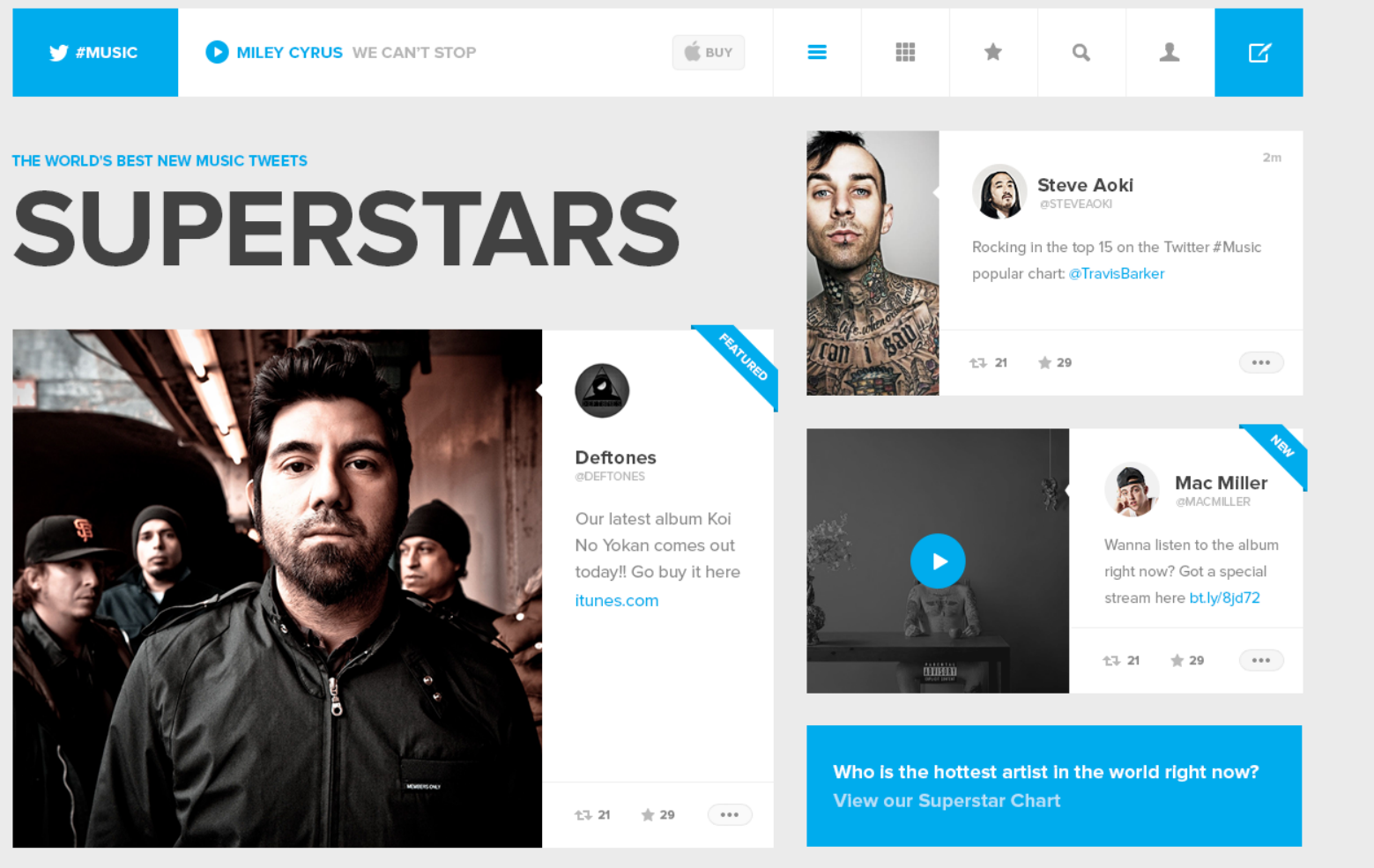








TWITTER MUSIC - LANDING PAGE
2013



TWITTER #MUSIC

Twitter #Music was a web and mobile experience that launched in 2013. The app used account activity, including Tweets and engagement, to detect and surface the most popular tracks and the hottest emerging artists.

“The whole experience is slick!” - *Mashable*

“Twitter #Music’s design is eye candy” - *Digital Trends*

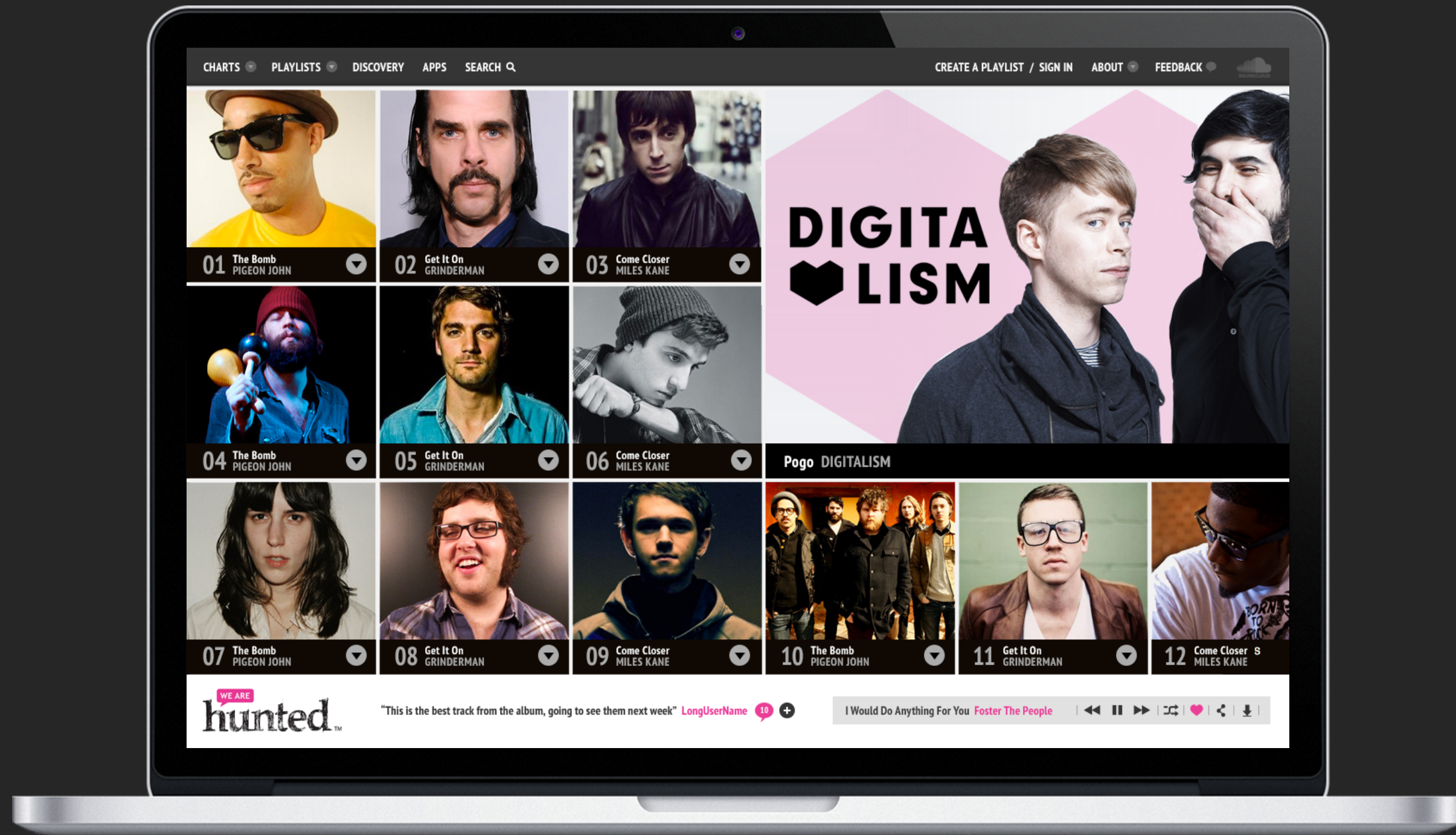
“It’s beautifully designed” - *All Things D*

“The app has a slick and polished design” - *ABC News*

DESIGNED FOR

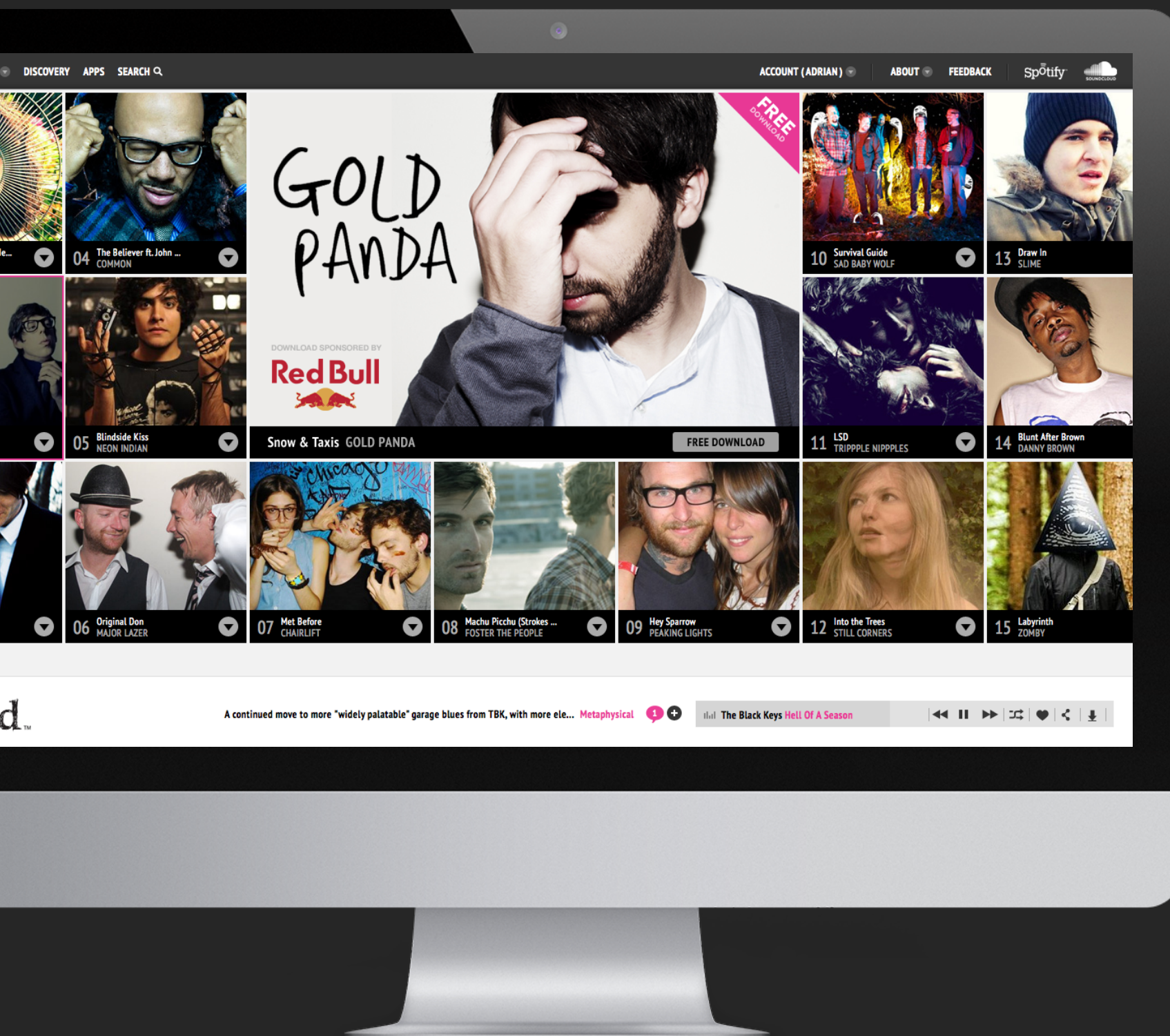


WE ARE
hunted



WE ARE HUNTED - EMERGING CHART

2011



WE ARE HUNTED

We Are Hunted was a visually driven and intuitive online music chart that listened to what people were saying about artists and their music. Pulling in content from blogs, social networks, message boards and P2P networks, the service was able to chart the top 99 emerging songs in real time.

“It uses a well-designed, visual interface” - *Venture Beat*

“Artists are displayed in an elegant grid design” - *CNet*

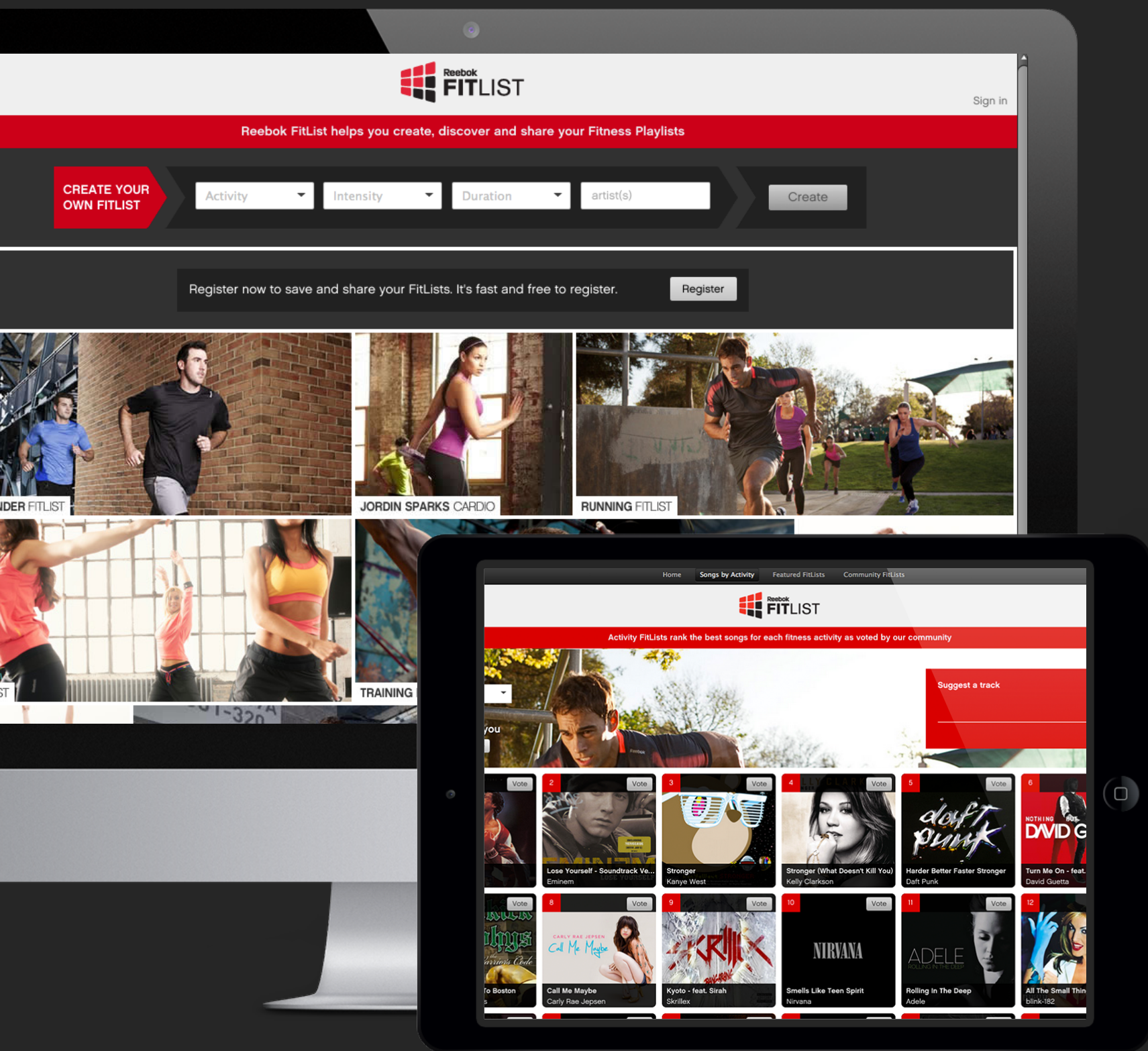
“A fantastic way to find hot music” - *Wired*

“Forget Billboard ...” - *TechCrunch*

DESIGNED FOR







REEBOK FITLIST

Commissioned by Reebok, we designed and built a personalized fitness app for the Spotify experience. It allows users to create fitness oriented playlists (called FitLists) by selecting a desired workout, intensity level, duration and artists they like.

The resulting Fitlist is one that's perfectly balanced and attuned with the user's activity; putting focus back on their workout instead of what to play next. Post-workout, they can save their FitList for future use and share it with friends.

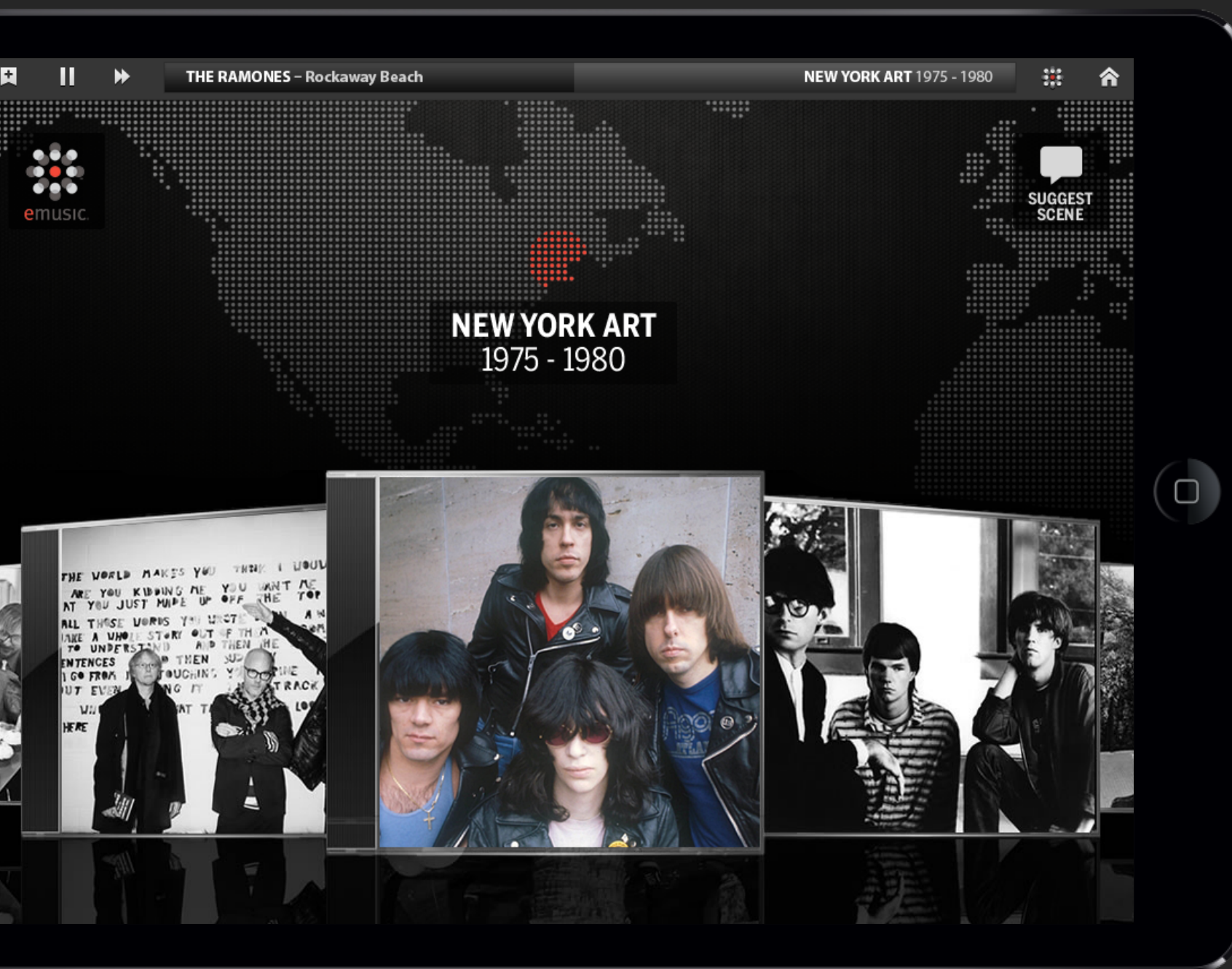
“The perfect music for your workout” - *AdAge*

“FitList makes workout music smarter” - *Boston Herald*

DESIGNED FOR







eMUSIC SCENES

eMusic Scenes sought to memorialize seminal musical movements and their surrounding cultural elements as a high-tech multimedia experience.

An interactive coffee table book of sorts, the app married essays from popular music writers with audiovisual elements including song samples, photos, videos and Internet radio as a tribute to each historical inflection point.

“An attractive summary of music history” - *Rolling Stone*

“An exemplary app for music fans” - *Evolver*

“Another reason to spend \$499 at an Apple store” - *Billboard*

DESIGNED FOR



@amclean

hello@adrianmclean.me