

Workfront Crowdsource Challenge: Project Templates

Adobe Workfront Customer Success – April 8, 2025



This session is being recorded and links to the slide deck, resources, and recording will be provided following the event.

Adobe Workfront Scale Customer Success Team



Cynthia Boon

Customer Success Manager,
Adobe Workfront



[Connect on LinkedIn](#)

Experience League Community
Profile: @CynthiaBoon



Leslie Spier

Customer Success Manager,
Adobe Workfront



[Connect on LinkedIn](#)

Experience League
Community Profile: @LeslieSpier



Nichole Vargas

Customer Success Manager,
Adobe Workfront



[Connect on LinkedIn](#)

Experience League Community
Profile: @NicholeVargas

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Today's Agenda

Welcome to Crowdsource Challenge! For this first session, we have Ross Barton, Associate Vice President, Project Management, and Lindsay Love, Chief Resource Officer, from Ologie sharing their processes for initiating projects and demoing their Brand Project Template.

Start Time	8:00 a.m. PT/11:00 a.m. ET
3 minutes	Welcome & Introductions
20 minutes	Customer Presentation
20 minutes	Crowdsource Challenge
2 minutes	Wrap Up & Survey
End Time	8:45 a.m. PT/11:45 a.m. ET

Speakers



Lindsay Love

Chief Resource Officer

Ologie

Adobe



Ross Barton

Associate Vice President, Project Management
Workfront and Fusion Administrator

Ologie

We're Ologie.

We are researchers, strategists, designers, writers, storytellers, and problem solvers.

We help our clients define their purpose and tell their stories in engaging ways. The brands we build and the messages we craft are based on smart insights and compelling creative expressions.

In short, we build brands with purpose.





More than 85 full-time professionals.

- Research and strategy
- Account and project management
- Creative design and execution
- Web design and development
- Video and animation
- Digital and media

- **Founded in 1987.**
- **Independent and employee-owned.**
- **Based in Columbus, Ohio.**

Education

Today, the choices of where, how, and what a person studies are endless. Institutions of all shapes, sizes, and statures must define what they stand for and what sets them apart to attract the right kind of student — and resources — they need to thrive.

Brand Development

Defining the story and identity for the institution as a whole, as part of a brand platform that creates internal and external alignment.

Enrollment Marketing

Creating a strategic approach to marketing messages and tactics that attract best-fit students.

Fundraising Communications

Crafting compelling campaigns that encourage engagement and articulate a strong case for giving.

Reputation Building

Elevating an institution's image in the eyes of peers, the public, and education as a whole.

Challenge

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Crowdsource Challenge!

- When is a task a “Task”? Is it a checkbox for visibility or is it a key component required to get the work done?
- What other approaches can we use to track work without a long list of Tasks?
- What are the best ways for tracking multiple rounds of work?
- What is the best way to help users prioritize their work?
- How do we simplify Project Templates without losing data (Planned vs Actual durations, custom data, hours, etc.)



Upcoming Events

FREE Events for Workfront System Administrators

All events are published to the [Events](#) page on Experience League. Check back often for updates and to register.

- April 11 at 9:00 a.m. PT – [Connect: Admin Chat for Marketing & Creative](#)
- April 15 at 8:00 a.m. PT – [Admin 101: Getting Started with Workfront](#)
- April 21 at 6:00 a.m. PT – [Connect: Workfront Collective](#)
- April 29 at 8:00 a.m. PT - [Use Workfront Reports to Guide Your \[Spring\] Cleanup Efforts](#)

Is there a topic you'd like to see added to the lineup?

Or do you have something awesome / something that you're proud of, that you want to share with others? Send us an email at csatscale@adobe.com.

Feedback

Please complete [this short survey](#) to share feedback on today's workshop. Responses are anonymous, so transparency and honesty is appreciated!

Thank You!

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