

Adam B. Fields

111 Stone Creek Road, Greer, SC 29650
864.804.0657
adam_fields@mac.com

Professional experience in directing Enterprise UX for Web Applications/Sites, Project/Team Management, and Product/Service Development. Unique ability to use my design training, technical aptitude, and leadership experience to deliver effective solutions that build the corporate brand.

Key Skills

UX (User eXperience) Methodologies

A/B Testing, Affinity Diagrams, Card Sorting, Color Theory, Competitive Analysis, Contextual Inquiry, Design Sprints, Heuristical Analysis, Interaction Design, Interviewing, Information Architecture, Personas, Persuasive Design, Prototypes, Research Sprints, Split Testing, Storyboards, Taxonomy, Use Case Scenarios, User Experience /Journey Mapping, UI (User Interface) Design, User Observational Testing, & Wireframes.

UX Project Administration & Management

Agile, Lean, AHA!, JIRA, Confluence, and SAP.

Team Building & Management

Interviewing, assignments, reviews, and mentoring both in-house and remote teams ranging from three to eighteen members, depending on project scope, for my previous employers.

UX/UI Software

Photoshop, Illustrator, Sketch, Axure RP, Hype, OmniGraffle, Keynote, Visio, xSort, and assorted application related plugins for Wireframing & Prototyping (including HTML/CSS/JS prototypes).

Front-End Development Technologies

HTML5, CSS3, Sass, LESS, JS, jQuery, Bootstrap, AngularJS, Node.js, Gulp, Middleman, HAML, AJAX, JSON, XML, MySQL, and REST.

Integrated Development Environments (IDEs)

Sublime Text, TextMate, Espresso, Aptana Studio, and Visual Studio Code.

Work Experience

User Experience Direction/Interactive Technologies Consultant

Independent Contractor / July 2016 – Present

UX Program Development, Information Architecture, branded webapp/website development, and all areas of online development: interactive project management, UI design, graphic design, web analytics, responsive design, mobile design, SEO and SEM. Extensive UX methodologies, interaction design, and front-end development programming experience.

Lead/Senior User Experience Designer

The Gordian Group, Inc. / June 2014 – July 2016

Oversaw implementation of company re-branding efforts with online properties, responsibilities included UX/UI continual improvement for entire product line. Online branded web application development, UX Design & Development, interactive project management, UI design, graphic design, web analytics, responsive design, mobile design. Extensive interaction design, front-end web development, wireframing, & prototypes. Experience within an Agile environment.

User Experience Specialist/Interactive Technologies Consultant

Independent Contractor / January 2013 – June 2014

UX Program Development, Information Architecture, branded webapp/website development, and all areas of online development: interactive project management, UI design, graphic design, web analytics, responsive design, mobile design, SEO and SEM. Extensive UX methodologies, interaction design, and front-end development programming experience.

Interactive Technologies Engineer

Milliken and Company, Inc. / August 2010 – December 2013

Responsible for development and implementation of interactive web applications that visualize Milliken products to further engage targeted audiences and build brand awareness. UX Program Development and UI software prototyping & testing. Web Development Programming, Website Graphic/User Interface Design, Search Engine Optimization, Search Engine Marketing, Website Analytics, Responsive Design, Mobile Design, and Content Management Systems. Invented and issued patent [US 9454835 B2](#) for proprietary technology that manipulates and displays imagery using HTML5 containers and canvas elements.

Web Architect

PropertyBoss Solutions, Inc. / December 2009 – June 2010

Responsible for development and implementation of a scalable single code-source Content Management System to administer a multi-site hosted installation. Expertise in Web Development Programming, Website Graphic/User Interface Design, Search Engine Optimization, Search Engine Marketing, Website Analytics and Content Management Systems.

User Experience Specialist/Interactive Technologies Consultant

Independent Contractor / September 2008 – November 2009

Web Strategy Consultant with expertise in UX Program Development (A/B Testing, Card Sorting, Interaction Design, Interviewing, Information Architecture, Personas, Polling, Storyboarding, Taxonomy, Use Cases, User Testing, and Wireframing) and Web Development Programming, Website Graphic/User Interface Design, Search Engine Optimization, Search Engine Marketing, Website Analytics and Content Management Systems.

Director of Research & Development (R&D)

Cynergi Systems, Inc. / December 2007 – August 2008

Responsible for providing technical direction, project management and team leadership for all R&D initiatives. Oversaw the establishment, implementation and execution on all phases of application software development. Instituted best practices in the areas of estimation, metrics, application software process and risk analysis/mitigation. Administered the transfer of technical information to installation technicians and customer's technical staff. Liaison with external parties on matters relating to the procurement of services and materials for all R&D activities.

Chief Technology Officer

The Palladian Group, Inc. / 2007 (May–December)

Interactive Account Executive for all Palladian clients. Managed the development team and programming of all interactive projects. Responsible for estimates and invoices for interactive services. Directed all agency interactive initiatives including: Website Development, Interactive Web Application Development (Flash & AJAX), Microsite Development (Targeted Online Marketing), Website SEO Services, Search Engine Paid Listings Programs (Google Adwords & Yahoo Search Marketing), HTML eBlasts (Email Marketing), Web Banner Development (PointRoll and Standard/Rich Media Formats), Website Hosting/Maintenance/Update Services, Online Presentations, DVD Development and Digital Media Editing.

Director of Interactive Services

The Bounce Agency (formerly Leslie Agency) / April 2003 – April 2007

Managed the outsourcing of interactive creative and programming talent. Interactive Account Executive for all Bounce clients. Responsible for estimates and invoices for interactive services. Directed all agency interactive initiatives including: Website Development & Design, Interactive Web Application Development & Design (Flash & AJAX), Microsite Development & Design (Targeted Online Marketing), Website SEO Services, Search Engine Paid Listings Programs (Google Adwords & Yahoo Search Marketing), HTML eBlasts (Email Marketing), Web Banner Development & Design (PointRoll and Standard/Rich Media Formats), Website Hosting/Maintenance/Update Services, Online Presentations, DVD Development & Design and Digital Media Editing.

AOL Art Director

America Online, Inc / October 2000 – August 2002

Directed Graphic & User Interface design of artwork and internet content for delivery through any type of service and/or display appliance: AOL (Classic Service), AOLTV, AOLTV/TiVo, AOLTV/DirecTV, AOL Mobile Communicator and Handheld Devices. Created & maintained specifications for all AOLTV service artwork assets. Created & oversaw promotional/partner mockups and presentations for Marketing. Researched & developed image optimization process that saves AOL \$29 million annually over previous methods.

AOLTV Art Director

America Online, Inc. / July 1998 – October 2000

Created graphic design for AOL's interactive set top box service AOLTV. Worked as graphics liaison to content & marketing teams. Created promotional artwork guide for CBS, Warner Bros., CNN, TBS, HBO and other partners. Developed, streamlined and oversaw AOLTV's daily artwork update. Designed and created layouts for AOLTV Keyboard and Remote Control manufactured by Philips and Thompson Consumer Electronics. Researched & Developed Graphics Formats for AOLTV Service. Co-Developed main Navigational User Interface.

E d u c a t i o n & T r a i n i n g

Lynda.com®/Udemy® Online Training

UX Design & Development Curriculum

Agile Methodologies & Training

* Course certificates available upon request.

AOL University (AOLU)

UI Design & Testing

Team & Project Management

Art Institute of Fort Lauderdale

Associate of Science Degree: Advertising Design

O n l i n e P o r t f o l i o

Please visit my [Online Portfolio](http://www.adam-fields.com) (<http://www.adam-fields.com>) for examples of my work.

R e f e r e n c e s

Available upon request.