

## Adam B. Fields

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I'm a Director/Sr. Manager of User Experience for SaaS software companies. I work in collaboration with product owners, customers, dev engineers, sales, and marketing teams to create effective and intuitive products and services. I help companies grow adoption, reduce churn, and build equity around software customers love using.

## S k i l l s

### **Direction & Team Building**

Interviewing, assignments, reviews, promotions, managing in-house/remote/cross-functional teams, team training/mentoring. Design sprint & workshop facilitator. Resource planning & dept budgeting.

### **UX Project Management**

Agile, Lean UX, Version1, JIRA, Trello, Confluence, and SAP. Standard Corporate Management Certifications.

### **UX Methodologies**

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

**Frameworks:** Design Thinking, User-Centered-Design, & OOUX.

### **UX/UI Software**

Sketch, Figma, miro, INvision, Axure RP, Hype, Adobe Suite, OmniGraffle, Keynote, Visio, Powerpoint, and assorted application related plugins for Wireframing & Prototyping. **Data Tools:** Google Analytics, Usabilla, & HotJar.

**AI Tools:** ChatGPT\*, Notion AI\*, DALL•E 2\*, Wolfram Alpha\*, Axiom, Maze. (\* Prompt Engineering)

### **UI Development Technologies**

HTML5, CSS3, Sass, LESS, JS, Angular, React, jQuery, Bootstrap, and REST.

## W o r k E x p e r i e n c e

### **Senior Manager User Experience**

Follett School Solutions, LLC / October 2017 – July 2022

I was solely responsible for directing a globally distributed UX team during my tenure. I implemented UX/UI designs that increased webapp usage 86% and reduced bounce rate by -62.5%. Responsible for enterprise product UX/UI redesign efforts including UX/UI continual improvement for multiple product lines. UX Design & Production department team building, project management, user testing, data analytics, UX research, UI design, mobile design. Extensive focus on interaction design, micro-interactions, user testing, data analysis, & prototypes.

### **User Experience Director/Enterprise UX Consultant**

Independent Contractor / July 2016 – September 2017

Consulted on multiple Enterprise UX Program Development, Information Architecture, branded webapp/website development projects. I was responsible for the complete UX/UI overhaul of multiple product lines in their effort to move from legacy interfaces into more modern customer-centric UI expectations based on my extensive experience with UX methodologies, interaction design, and front-end development programming knowledge.

### **Lead/Senior User Experience Designer**

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

Implemented UX/UI designs that grew sales and increased customer retention. 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 Agile & Lean environments.

### **Interactive Technologies Engineer (UX Specialist)**

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, 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 UI elements via unique HTML5/CSS3/JS methods.

### **Director of Interactive Services**

The Bounce Agency, LLC / April 2003 – April 2007

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.

### **AOL/AOLtv Art Director**

America Online, Inc. / July 1998 – 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. Researched & developed image optimization process that saves AOL \$29 million annually over previous methods. I was a primary on the AOLtv initiative created by AOL to compete with Microsoft's WebTV platform. As a lead UI designer for AOLtv we combined AOL content/services with broadcast television via a setup box manufactured by Philips Electronics.

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

### **Google Online Course**

Introduction to Generative AI

### **Pragmatic Institute Training**

Product Curriculum: Foundations & Design

### **NNG – Nielsen Norman Group**

UX Curriculum: Design Thinking, Journey Mapping, Personas, & User Testing

### **Lynda.com®/Udemy® Online Training**

UX Design, Development, & Training Curriculum  
Agile Methodologies & Training

### **The Art Institutes**

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://adam-fields.com) (<http://adam-fields.com>) for examples of my work.

## **R e f e r e n c e s**

Available upon request.

*Note: I am willing to relocate for the right opportunity.*