

Adam B. Fields

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

Professional experience in directing Enterprise UX for Web Applications/Sites, Project/Team Management, and Product/Services Development. Unique ability to use my artistic training, technical aptitude, and leadership experience to deliver effective solutions in support of branding and mission objectives.

Experience

User Experience Specialist/Interactive Technologies Consultant

2016-Present / Freelance Consulting

UX Program Development, 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

2014-2016 / The Gordian Group

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

2013-2014 / Freelance Consulting

UX Program Development, 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

2010-2013 / Milliken and Company

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

2009-2010 / PropertyBoss Solutions

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

2008-2009 / Freelance Consulting

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)

2007-2008 / Cynergi Systems

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. Provided technical direction to sales staff. Fostered an environment of creativity and innovation in meeting division & cross-functional business goals.

Chief Technology Officer

2007 (May-December) / The Palladian Group

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

2003-2007 / The Bounce Agency (formerly Leslie Agency)

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

2000-2002 / America Online, Inc

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/DirectTV, 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.

AOLTV Art Director

1998-2000 / America Online, Inc

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 AOLTVs daily artwork update. Designed and created AOLTV Splash Screen Animations in both Flash and After Effects formats. Designed and created artwork & layout 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.

S k i l l s e t s

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, Polling, 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, AHA!, JIRA, Confluence, and SAP.

UX/UI Software

Photoshop, Illustrator, Sketch, Axure RP, Hype, OmniGraffle, Keynote, Visio, xSort, and HTML/CSS/JS Wireframes & 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.

Presentation Software

Keynote, PowerPoint, and OmniGraffle.

Apple OS X® & Microsoft Windows®

Expert level user in all versions of these Operating Systems.

E d u c a t i o n

Lynda.com® /Udemy® Online Training

UX Design & Development Curriculum
Agile Methodologies & Training

AOL University (AOLU)

UI Design & Testing
Team & Project Management

Art Institute of Fort Lauderdale

Associate of Science Degree: Advertising Design

P o r t f o l i o

Please visit my [Online Portfolio](#) to view examples of my work.

If you prefer to enter the URL manually... <http://www.adam-fields.com>

R e f e r e n c e s

Available upon request.