Adam Prumm

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Summary

User Experience Practitioner with a strong eye for detail and a passion for crafting meaningful experiences. Knowledgable and skilled at visual design, research methods, and workshop facilitation; comfortable pushing boundaries and thinking outside the box. Excellent communication skills and a deep understanding of product design and processes.

Education

- Master of Science - MS Human Computer Interaction and Design, Indiana University, Bloomington
- Master of Fine Arts - MFA Graphic Design, Indiana University, Bloomington
- Bachelor of Fine Arts - BFA Graphic Design, Purdue Fort Wayne
- Certified Master Facilitator - AJ & Smart

Skills

- **Technical Skills:** User experience design, Figma, interactive prototyping, design systems, accessibility standards, UX writing, graphic design, web development and web design, Adobe Creative Cloud; workshop facilitation; JIRA, Storybook.
- **Research Methodology:** Research planning, moderated and unmoderated studies, structured/unstructured interviews, usability testing, A/B testing, contextual inquiries, card sorting and tree branching, et at.
- **Soft Skills:** Excellent communication, writing, team leadership, problem solving, collaboration, experimentation.

Experience

Principle UX Designer   May 2023 - Current

SAP Concur

- Produced enterprise designs for corporate travel booking tools, adhering to accessibility standards and UX patterns.
- Served as lead designer for Travel Booking; driving end-to-end alignment across four travel booking tools.
- Led and implemented UX process and research strategies for the Travel UX team (7), project managers, and development teams.
- Designed, and led usability studies to improve user experiences; used the research and user feedback to optimize user experiences and product enjoyment.

Sr. UX Researcher   May 2018 - May 2021

ATPCO

- Produced human-centered enterprise solutions for the airline industry (over 400 airlines, globally)
- Collaborated with executives to to build a center for user experience and user research across ATPCO divisions and within teams.
- Designed and executed 2 workshops per month, providing team alignment, project organization, and documentation.
- Conducted interviews and set up and tested prototypes with clients worldwide.
- Conducted heuristic analyses identifying outdated UI; replaced with new mockups using design systems and pattern libraries

Web Design and Dev   June 2014 - June 2016

Tribeswell LLC

- Collaborated with clients on project requirements and initial discovery.
- Produced design samples for dev team, handing off code and/or graphic assets through Git and FTP.
- Build mockups and prototypes for user testing, ensuring the creation of beautiful, intuitive experiences.
- Developed style guides and logos, contributing to the overall aesthetic and brand identity.
- Customized WordPress framework (CMS) using PHP and SCSS, showcasing the ability to work in a fast-paced environment.

Projects

- Concur Travel Booking
- ATPCO NGS (Next Gen Storefront)
- ATPCO Architect
- ATPCO API Portal