

# ADAM KELLER

## USER EXPERIENCE

### 20 YEARS EXPERIENCE

- user experience
- information architecture
- interactive design
- digital art direction

### PRODUCTS & SOLUTIONS

- brand
- corporate
- consumer
- e-commerce

### INDUSTRY EXPERIENCE

- advertising
- healthcare/pharma
- sports
- television
- fashion
- publishing
- education
- photography

### DOCUMENTATION

- sitemaps
- wireframes
- user flows
- prototypes
- customer journey
- heuristic review
- user interviews
- user testing
- competitive ux analysis
- personae
- user stories
- mind maps
- technical specifications
- card sorting

### SOFTWARE

- Adobe Creative Cloud
- Axure Pro
- Omnigraffle
- Sketch
- Microsoft Office
- Final Cut Pro

### EDUCATION

Massachusetts College of Art  
Boston, Massachusetts  
BFA, Sculpture 1999

📍 Plainsboro, NJ

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**PROFILE** Seasoned digital professional striving to provide engaging user experiences while achieving every client's business objectives.

### EXPERIENCE

#### 2015-2018 Guidemark Health, NJ - User Experience Director

Was brought in to establish UX process in the agency. Worked as part of the Engagement Group, a multi-discipline collective dedicated to engagement research, strategy and implementation. Created user experience documentation for healthcare pharma websites, eDetails, interactive tools, e-commerce solutions and interactive emails. Organized content architecture maps, wireframes, functional prototypes, user journey maps and technical specifications. Collaborated directly with clients, supporting their objectives by advocating the embrace of solid UX.

#### 2012-2015 IOMEDIA, NYC - User Experience Lead

Managed UX strategy and documentation for healthcare and sports websites, apps and interactive presentations. Documented user journeys, site maps, wireframes and personas. When researching solutions, performed stakeholder interviews, competitive analysis, partnered with usability testing and analytics experts, and used tools to discover user sentiment. Developed content strategy and technical guidance documentation. Directed junior UX designers.

#### 2011-2012 Ogilvy CommonHealth, NJ - Senior UX Specialist

Implemented UX Design and implementation for healthcare pharma websites. Developed complex navigation strategies. Documented user flows, site maps and wireframes. Directed the use of responsive design for mobile and desktop experiences. Collaborated with technical team to diagram complex processes. Worked with third-party usability team to test and improve user engagement.

#### 2010 John Wiley and Sons, NJ - Interactive Designer

Designed navigation and visual layouts for educational websites that showcase content from published textbooks. In charge of art direction and asset production. Was responsible for HTML/CSS coding and web development. Designed Flash animation and interaction. Produced and edited audio/video content for use in online presentations.

#### 2001-2010 Keller Design, NYC/NJ - Owner/Interactive Designer/Developer

Oversaw website strategy, design and development for large and small businesses. Managed client relations and collaboration. Lead art direction and production, product branding and logo design. Collaborated on content marketing strategy. Created user flows, site maps, wireframes. Designed Flash animation and interaction. Developed and hosted sites using HTML/CSS. Edited and produced audio/video content. Managed project timing and scope.

#### 2006 Rutgers University, NJ - Interactive Designer

Implemented Rutgers University website interaction design. Involved in art direction and production. Developed microsites utilizing HTML/CSS/Flash coding. Collaborated with the design team to update the main site homepage.

#### 1999-2001 E.I. Software, MA - Web/Multimedia Designer

Designed and created multi-media projects utilizing CD-ROM authoring and software interface design. Responsible for designing and creating the corporate website. Clients included Sherwin-Williams, Olympus, Leaf Digital, and Sinar-Bron.