

# ADAM KELLER

## DIRECTOR OF USER EXPERIENCE

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Highly skilled and accomplished UX Director with 20+ years experience seeking to deliver intuitive and engaging digital experiences. Adept at leading cross-functional teams and driving the UX strategy to enhance product usability and customer satisfaction.

### PROFESSIONAL EXPERIENCE:

#### **CDM Princeton, NJ | User Experience Director | 2019-2023**

- Established UX process, including user personas, journey maps, wireframing, and prototyping, to ensure efficient and effective design workflows
- Collaborated with all departments and leadership to integrate user experience into the company's overall vision and mission
- Implemented and evangelized design systems and patterns for consistency across products
- Presented design concepts, strategies, and research findings to executives and stakeholders, effectively communicating the value of user experience initiatives
- Effectively bridged communication gaps between design and development teams to facilitate smooth and effective collaboration
- Designed and created a highly immersive virtual convention booth during the pandemic

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

- Co-founded the Engagement Group, a multi-discipline collective dedicated to engagement research, strategy and implementation
- Established a new digital process with a focus on user-centered design
- Created user experience documentation for healthcare pharma websites, eDetails, interactive tools, e-commerce solutions and interactive emails
- Mentored junior designers
- Organized content architecture maps, wireframes, functional prototypes, user journey maps and technical specifications
- Collaborated directly with clients, supporting their objectives by advocating for solid UX best practices

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

- Led UX strategy, design and documentation for websites and apps
- Documented user journeys, site maps, wireframes and personas
- Conducted user research solutions and performed stakeholder interviews
- Analyzed competitive landscape and partnered with analytics experts
- Conducted usability testing and analytics experts
- Leveraged social scraping tools to understand user sentiment
- Mentored junior UX designers

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

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

### **John Wiley and Sons, NJ | Interactive Designer | 2010**

- Designed and coded educational websites that showcase content from published textbooks
- Lead art direction and asset production
- HTML/CSS coding and web development
- Flash animation and interaction
- Produced and edited audio/video content for use in online presentations

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

- Oversaw website strategy, design and development for mostly small businesses
- Managed client relations and collaboration
- Collaborated on content marketing strategy
- Created user flows, site maps, wireframes
- Designed Flash animation and interactive presentations
- Developed sites using HTML/CSS, hosted website and emails
- Edited and produced audio/video content

### **Rutgers University, NJ | Interactive Designer | 2006**

- Created and implemented Rutgers University website interaction design
- Led art direction and production for animations and interactive presentations
- Developed microsites utilizing HTML/CSS/Flash coding
- Collaborated with the design team to update the main college homepage

## **EDUCATION**

Massachusetts College of Art | Boston, Massachusetts | BFA, Sculpture 1999

## **SKILLS**

UX Strategy and Leadership	Content Maps	Figma
Design Thinking and Innovation	Wireframes	Sketch
Best Practice Advocacy	User Flows	Axure RP
Interaction Design	Functional Prototypes	InVision
Digital Process	Customer Journeys	Adobe CC
Cross-Functional Collaboration	User Interviews	Omnigraffle
Prototyping	Competitive Audits	ChatGPT
Usability Testing	Personas	Miro
User Research	User Stories	
Information Architecture	Linking Matrices	
Team Leadership	Functional Specifications	
Acessibility	Content Sorting	