

Adam Wagner Senior UX Designer

ABOUT

For 20+ years I've been creating ideas connecting brands to their consumers and making those relationships fresher, healthier, and ever-lasting. I've worked in San Francisco, Los Angeles, and New York leading user experience on accounts such as Acura, Honda, Suzuki, Apple, MTV, Beats by Dre, and many others.

My employment history demonstrates expertise in information architecture, user experience, and visual design. My ability to collaborate with other professionals and manage complex projects highlights my skills in delivering effective and user-centered design solutions.

EXPERIENCE

Verb : Lead UX Designer Jan 2020-May 2023

Reporting to the Senior Vice President of Product and showing my capacity to handle complex responsibilities and contribute to Verb's strategic direction. I led a UX team of four designers and two researchers, overseeing their work and ensuring the simultaneous and coordinated weekly delivery of design solutions across four products. I was also responsible for evaluating the performance of UX team members through performance reviews and assessing their contributions, providing constructive feedback, and identifying areas for growth and improvement.

AirCam : Director of User Experience Jan 2015-Jan 2020

Effectively working as part of a multidisciplinary team of co-founders and development leads. I conducted competitive research on current apps to define product strategy, translating verbal and written ideas into tangible UX design solutions shaping user journeys, wireframes, and visual designs. This holistic approach was essential for creating a seamless and enjoyable user experience aligned with the app's objectives and requirements.

Accenture : Art Director, Contract Jan 2013-Jan 2015

I collaborated with the Director of User Experience and Creative Director on various projects. My ability to work closely with cross-functional teams was instrumental in delivering impactful design solutions. A few highlights include:

Honda / Acura NSX: UX Design Mobile Web I worked on adapting the information architecture and visual components from the desktop version to the mobile web. This involved understanding the unique requirements and constraints of mobile devices, ensuring a seamless user experience, and maintaining brand consistency across platforms.

Kraft Canada: UX Design Desktop and Mobile I created UX design for desktop and mobile web. This involved creating a cohesive and visually appealing design language that aligned with Kraft Canada's brand identity while optimizing the user experience for both platforms.

Relativity Media : Creative Director Web Sep 2010-Dec 2012

Working closely with CEO Ryan Kavanaugh I significantly shaped the user experience for Relativity Media's new media arm Rouge Pictures, Rouge.com. In a testament to my design management skills and ability to execute associated tasks efficiently, I guided the successful launch of Rouge.com to beta in 3 months, on time and within budget. Beyond the launch of Rouge.com, as a thought leader in user experience, I led senior management discussions on effective design strategies aligning Rouge.com with Relativity Media's objectives.

MTV : Creative Director, Social Media Mar 2006-Sep 2010

Highlighting my team's ability to work with multiple brands and platforms. We successfully integrated the Social Projects networking platform onto various MTV Network properties, including MTV.com, The Daily Show, Jackass World, Comedy Central, and VH1 Classics. This achievement enhanced user engagement and interactivity. This team also designed and developed entertainment social networking sites for Universal Music Group, catering to renowned artists such as 50 Cent, Pussycat Dolls, and Soulja Boy.

Incorporating social networking platforms on MTV Network properties and developing entertainment social networking sites for Universal Music Group underline my expertise in creating engaging digital experiences. My management and mentorship of the team played a significant role in achieving these successes.

Skills

- UX Design Team Management
- UX Design Mentor
- Product Strategy & Vision
- User Journeys
- Proto Personas
- UX Visual Design
- Information Architecture
- Wire-Frames
- Concept Sketches
- Design Systems & Style Guides
- Presentation / Pitch Deck Design
- Facilitate Design Sprints
- Facilitate Design Reviews
- Competitive Research
- Current Design Trends
- Current Design Thinking
- Comfortable With Agile
- Flexible & Communicative

Software

- Figma
- Sketch
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- After Effects
- Microsoft Office
- Microsoft Office 365
- Keynote

Operating Systems

- Mac / OSX
- PC / Windows
- iOS

Education

- Theater Design / San Francisco State