




Adam Prumm

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Summary

User experience designer and researcher with a background in graphic design and website development. Excellent understanding of research methods and certified workshop facilitator.

Experience

Sr. UX Design Specialist

SAP Concur
May 2021 - Present

Produce enterprise designs for Corporate Travel Booking tools following accessibility standards and UX patterns. Lead designer (specifically) for Travel Air Booking. Lead and implement UX process and research strategies for the Travel UX team, project managers, and development teams. Design and lead usability studies; facilitate workshops; gather stakeholder requirements; and design best user experiences.

Sr. UX Researcher and Design Sprint Facilitator

● **ATPCO**
April 2020 - May 2021

Influence enterprise solutions for the airline industry by building strategy and processes for enterprise-scale systems. Collect and study design thinking methods; helped build a center for user experience and user research across ATPCO divisions and within teams. Certified Design Sprint facilitator; provide team alignment, organization, documentation, and facilitate testing ideas.

● **User Experience Designer**
Jul 2018 – Apr 2020

Work closely with cross-functional teams to build B2B analysis tools for the airline industry. Provide guidance and awareness to a human-centered and goal-oriented approach to product design. Rethink/rebuild outdated UI; conduct interviews and analyze data; build wireframes/mockups in Adobe XD and Sketch using design systems and pattern libraries; setup and test InVision or XD prototypes with clients worldwide.

● **User Experience Intern**
May 2018 – Jul 2018

Conduct heuristic analyses and rethink/rebuild outdated UI. Moderate interviews and analyze feedback. Create wireframes and mockups in Adobe XD and Sketch. Design usability tests InVision or XD then test with clients worldwide.



Adjunct Instructor

Indiana University, Bloomington; Media School
Jan 2019 - May 2019

Graphic Design: J463 focuses on the fundamentals of graphic design and gestalt principles while learning to use Adobe software. Students will leave this class with a knowledge of layout, digital design, visual language, typography, color, and imagery. Emphasis on processes like prototyping and testing will help advance students' design concepts and prepare them for future technologies.



Technology Specialist

- Indiana University, Bloomington; Division of Student Affairs
May 2017 – Nov 2018

Edit and update content for the division's various websites. Manage a team of undergraduate students, help solidify concepts and provide feedback on their designs and process. Setup templates and process for student content creators.

- **Associate Instructor**

Indiana University, Bloomington; Eskenazi School of Art, Architecture + Design
Aug 2015 – May 2017

Graphic Design: S250 focuses on process and research to influence solutions based on perceived issues at a geographical locale. Students are faced with concept building skills and learn to build correlations between thoughts and observations. Bundled with visual elements and layout tasks, students will come out of this class with a greater understanding of visual design and know how to handle concept development.

Graphic Design: S352 is an upper level course and focuses on brand management and concept development. Students will learn skills to improve visual language, manage asset libraries, digital and analog consistencies, prototyping and interactions, as well as learn skills associated with print media.



Graphic Designer/Web Developer

Tribeswell, LLC
Jun 2014 - Jun 2016

Work with clients for project discovery and requirements, as well as competitive and feature analysis. Use design software to build mockups and prototypes for user testing; build style guides; create logos; handoff code and/or graphic assets to the development team. Customize WordPress framework (CMS) using PHP, and SCSS. Main tools used were (in no specific order) InVision, Photoshop, Illustrator, LightRoom, MAMP, Terminal (iTerm), GitBucket, SCSS, PHP, HTML, SublimeText, and CSS.



Adjunct Instructor

Ivy Tech Community College
Jan 2014 - May 2014

VISC 102 and *VISC 115* focuses on design fundamentals courses using Adobe software to learn computer graphics. Concept and composition are stressed in assignments as well as practical processes for manipulating imagery, typography, and understanding layout.

Education



Indiana University, Bloomington

Master of Science - MS Human Computer Interaction and Design
Aug 2017 - May 2019

Our unique program blends academic research with industry-oriented design skills and is tailored to impart critical thinking by building core academic foundations.



Indiana University, Bloomington

Master of Fine Arts - MFA Graphic Design
Aug 2014 - May 2017



Purdue Fort Wayne *(formerly Indiana University, Purdue University Fort Wayne - IPFW)*

Bachelor of Fine Arts - BFA Graphic Design
Aug 2009 - May 2013

Certificates



Master Workshop Facilitator

AJ & Smart
Nov 2019

The fast-paced, agile approach to product design (called *Design Sprints*) has already proven itself as the right way to make the most of the available resources. Companies need to move fast, ship products, learn from the market and iterate.

Academic Courses

- Experience Design
- Foundations of HCI
- Interaction and prototyping
- Research Methods
- Strategic Design
- Design for sustainability
- 3D modeling and game design
- HTML and CSS
- Photography and video media
- Packaging, branding, and logo design
- Letterpress and typography
- Graphic design
- Metalsmithing and jewelry design
- Fashion design
- Printmaking
- Book design
- Graphic design and art history
- Illustration - wet and dry media
- Illustration - digital media
- Color theory
- Rhetorical writing

Tools and Skills

- Adobe Creative Cloud
- Figma
- Interactive prototyping
- User research methodology
- Qualitative research
- Questionnaires and surveys
- Workshop facilitation
- Participatory design
- Digital whiteboards
- Jobs to be done framework
- Client interview processes
- Note taking and feedback grids
- Journey and empathy maps
- Affinity diagrams
- Card sorting
- Web design and development