ADAM KELLER

adam@adamkeller.net

SKILLS

- Design Leadership
- UX Strategy
- User Research
- Info Architecture
- User Flow Logic
- Usability Testing
- Mentoring Talent
- Persona Building
- Prototyping
- Design Systems
- Competitive Analysis

EDUCATION

Massachusetts
College of Art - Boston
Massachusetts, USA
BFA, 3D Arts 1999

CONTACT

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Lindfield NSW
Australia

PROFILE

Senior UX design and strategy leader utilizing user-centered design to craft engaging digital experiences that achieve business ambitions. Cultivates close collaboration with cross-functional teams and senior leadership to implement a robust UX vision for both companies and their clients. Utilizes user research, data-driven insights, user psychology, and proven digital best practices to consistently design at the intersection of user needs and business goals.

EXPERIENCE

User Experience Director - FCB CURE - Parsippany, NJ, USA - 2023-2024

- Led the UX department, focused on user success and proven commercial results
- Transformed the UX design process by applying user research and discovery to concept, design and final delivery, ensuring quality at every step
- Delivered innovative, user-centric designs with an eye on value creation
- Established UX best practices and design standards, fostering a culture of creativity, collaboration, and continuous improvement within the team
- Driven by a passion for apprenticeship, mentored junior designers; coaching and fostering their education, professional growth and development
- Defined seamless interaction logic based on user research and testing, performance data, shareholder input, and industry UX best practices

User Experience Director - CDM Princeton, NJ, USA - 2019-2023

- Created a new UX department and process, greatly improving the digital workflow and implementing close inter-departmental collaboration
- Inspired executive leadership and internal teams to integrate UX excellence into the company's overall vision and mission, through education and workshops
- Deployed design strategies, concepts, research findings and solutions, effectively communicating the value of impactful UX initiatives
- Guided and nurtured junior designers, helping to shape their strategic thinking, UX acumen, and attention to detail

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

- Created a new UX department with a long-term UX vision and strategy
- Initiated a new digital process based on user-centered design methodology
- Developed close relationships with clients, supporting their objectives by advocating for solid UX best practices that elevate their brands
- Conducted competitive analysis to understand the market landscape

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

- Led UX strategy, design and documentation for websites and apps
- Conducted user research, performed stakeholder and user interviews
- Analyzed competitive landscape, proposed solutions based on findings
- Performed usability testing and used feedback to strategize and design updates
- Documented detailed functional requirements for development

User Experience Lead - Ogilvy CommonHealth, NJ, USA - 2011-2012

- Designed UX solutions and documentation for healthcare apps and websites
- Developed navigation strategies for content architecture systems
- Created user flows, site maps, wireframes and functional requirements
- Collaborated with development team to define the logic of complex workflows
- Conducted user testing and created solutions for better user engagement