

ADAM P. BITNER

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WORK EXPERIENCE

Signet Jewelers, Chicago, IL. January 2021 – Present.

Experience Design Director

- led a team responsible for building out our organization's first design system used by our e-commerce sites across 7 brands
- defined a governance process to operationalize the way in which team members can contribute to and request updates for the design system
- partnered with developers, other designers, product teams, and brand leaders to achieve a successful rollout and adoption of our design system
- oversaw the redesign for key features of our e-commerce sites such as navigation and the login experience

Mozilla, Chicago, IL. April 2019 – January 2021.

Senior Product Designer

- worked with international, cross-functional teams to help build Mozilla's brand new Android browser, along with updating the existing iOS browser
- designed the user experience for transitioning ~30 million MAU's from the old browser to the new, in addition to features such as progressive web apps, download manager, onboarding, messaging and others
- conducted remote, unmoderated usability testing for new features and quarterly milestone testing
- championed process improvements for our team to better work in an Agile Scrum environment

Sprout Social, Chicago, IL. January 2017 – March 2019.

Senior Product Designer

- served as the lead designer on agile teams focused on social media analytics
- advocated for and contributed to our company's new design system in my role as a design systems ambassador
- implemented design process improvements so that designers, product managers and engineers across multiple teams can work together more efficiently

Designation, Chicago, IL. April 2017 – January 2019.

Instructor

- taught a UX curriculum as a co-instructor in the virtual phase of a design bootcamp for over 150 students
- led classes, critiques and workshops covering topics such as user research, synthesis & strategy, information architecture, interaction design, prototyping and usability testing
- collaborated with instructors from other phases of the program to track student performance and progression

Hyatt, Chicago, IL. September 2014 – January 2017.

Senior User Experience Designer

- led the complete user experience for both Hyatt's iOS and Android applications as a part of agile scrum teams
- worked with product managers and developers to create interactive prototypes for the responsive re-architecture of the entire Hyatt.com
- designed the wireless internet portal to be used in Hyatt properties worldwide by their millions of guests
- collaborated with a cross-functional team to create a design system to be used across the organization to establish design consistency and increase efficiency for designers and developers

Vodori, Chicago, IL. May 2013 – September 2014.

Experience Design Manager

- developed user personas, sitemaps and dozens of wireframes for two of the largest national window treatments brands
- created interactive Axure prototypes of the company's in-house digital marketing software for implementing new functionality

- introduced and emphasized the importance of user-centered design to a company that previously did not have any dedicated user experience roles
- helped establish design methodologies and processes while leading and mentoring two junior experience designers

Acquity Group, Chicago, IL. October 2011 – May 2013.

Senior Interaction Designer

- created advanced, interactive Axure prototypes for desktop, tablet and smartphones in various fidelities
- participated in stakeholder and user research interviews as part of the discovery portion in the design process
- conducted concept testing with users to gain feedback for an iterative design process
- collaborated on internal projects such as the company website and business development along with an Axure widget library and POV decks for our ID practice

Acquity Group, Chicago, IL. October 2010 – October 2011.

User Experience Architect (Contractor)

- created conceptual wireframes for an iPhone application and mobile website for a Fortune 500 B2B company
- developed conceptual and detailed wireframes of key webpages for a \$2 billion / year e-commerce site
- assisted in the development of usability testing documentation and the creation of HTML and Axure prototypes
- collaborated with a team of 9 UXAs, visual designers, developers, BSA's, SME's and key client stakeholders in a complete redesign of a prominent B2B e-commerce site

Sears Holdings Corporation, Chicago, IL. April 2010 – October 2010.

Senior User Experience Architect (Contractor)

- created concepts and detailed wireframes for a DIY iPad application
- conducted in-person usability tests and analyzed results for one of the company's Android applications
- collaborated with developers and business analysts to design wireframes for a custom CMS
- created screeners based on personas and assisted in the moderation of focus groups; afterwards, compiled and documented resulting feedback and surveys

American Greetings Interactive, Cleveland, OH. July 2008 – March 2010.

User Experience, Product Analyst

- created extensive wireframes, user flows and sitemaps with Visio for multiple high-profile ecommerce sites including web pages and web applications
- analyzed site analytics using Omniture to research customer behavior and to measure effectiveness of site changes
- conducted on-site usability studies using Morae software and remote usability studies using software such as Chalkmark and Clicktale
- collaborated with creative, marketing and development to best accomplish the company's business goals while maintaining high levels of user experience

RELATED SKILLS

Wireframing, Rapid Prototyping, Usability Testing, Competitive Analysis, Heuristic Review, Card Sorting, Personas, Stakeholder / User Interviews, Focus Groups, Agile, Scrum

ORGANIZATIONS

- Co-organizer of Chicago Axure Meetup Group
- UX Mentor for DESIGNATION
- Member of Chicago IxDA

EDUCATION

Miami University, Oxford, Ohio. May 2003.

Bachelor of Science in Business

Major in Management Information Systems