

Adam Howard

USER EXPERIENCE • RESEARCH • DESIGN

contact:

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methods:

Competitive Analysis
Contextual Inquiry
Ethnographic Research
Participatory Design
Persona Development
Prototyping
Scenario Development
Usability Testing
User Interviews
Wireframing

software:

Adobe Creative Suite/Cloud
Axure RP
After Effects
Final Cut Studio
HTML / CSS
Morae Usability Suite

education:

Carnegie Mellon University • Pittsburgh, PA • December 2011
MASTER OF DESIGN, COMMUNICATION PLANNING AND INFORMATION DESIGN

Carnegie Mellon University • Pittsburgh, PA • May 2004
BACHELOR OF ARTS, PSYCHOLOGY

experience:

Addison Design • New York, NY • 2012–present

INFORMATION DESIGNER

Conduct research with users and other stakeholders. Work independently or collaborate with other designers and strategists on the Simplified Experience team to improve the user experience based on identified needs. Develop wireframes, prototypes and implementation specifications.

- Conduct user research including stakeholder interviews and participatory worksessions
- Develop wireframes and design concepts based on requirements and research findings
- Create specifications for finalized designs and work with the development team during the implementation process

Program for Deliberative Democracy • Pittsburgh, PA • 2010–2012

INFORMATION DESIGNER

Designed and tested educational documents for poll participants. Synthesized data gathered at deliberative events into reports for distribution to policymakers and media outlets.

- Conducted usability testing on documents to ensure they effectively communicated necessary background information on the policy or poll topic
- Designed content and create visuals to improve reader understanding of complex material

Carnegie Mellon University • Pittsburgh, PA • 2010–2011

DESIGN ASSISTANTSHIP

Worked with a team to develop concepts for a service that would facilitate thesis research by merging project management tools with collaborative aspects of social media.

- Researched stakeholder needs using surveys and interviews
- Created personas and scenarios to support concept development
- Built wireframes, wrote an implementation plan, and presented results to school staff

Columbia Business School • New York, NY • 2006–2008

BUSINESS ANALYST

Conceived and managed numerous projects to enhance the Executive MBA student experience and streamline department workflow for faculty and staff.

- Developed websites that consolidated and simplified information distributed to students in the school's Executive MBA partnerships with London Business School and the Haas School of Business (University of California, Berkeley)
- Worked on the school's re-branding initiative from planning to implementation, including information architecture and content mapping
- Improved the student experience by implementing technologies such as WebEx for student meetings and interactive classroom technology for remote access to classes

Columbia Business School • New York, NY • 2005–2006

TECHNICAL SPECIALIST

Managed technical support for over 600 Executive MBA students in three programs.

- Updated support procedures to improve student experience
- Made significant improvements in student satisfaction with technical support

Various • New York, NY • 2003–2005

ASSISTANT DIRECTOR (MEMBER, DIRECTORS GUILD OF AMERICA)

Worked as part of the assistant director team, both on and off-set, to plan and coordinate numerous film and television projects including *Law @ Order*, and *The Manchurian Candidate*.