ADAM FISCHLER

Education

Indiana University--Bloomington
Master of Science, May 1996
Instructional Systems Technology

University of Wisconsin--Madison
Bachelor of Arts, August 1988
Majors: Theater and French

Work Experience

Senior UX Designer .... February 2019 to Present
Indeed – SMB Growth, remote from Portland, OR

I collaborate closely with the leadership of my product team to advise and execute the overall UX strategy. This includes ideation and planning, research and testing, iterative design and promoting our work to the larger org. My products have included the International Funnel, Vertical Jobs and I am currently responsible for UX of the Job Posting Enablement team.

Principal UX Designer .... December 2017 to February 2019
GE Power Digital, remote from Portland, OR

I planned, designed and prototyped the user experience for a software application called GE Operations Performance Management (OPM). I was responsible for supporting 5 scrum teams with quarterly release schedules. In addition to product design duties, I actively engaged in GE's larger UX community with an eye towards collaboration and mentoring across the company.

Senior Manager – UX Design ....July 2015 to December 2017
Dell-EMC Corporation, remote from Portland, OR

Managed and mentored a team of five UX Designers who worked across the company on a diverse set of programs and applications. I oversaw the research, design and delivery of all work produced out of the team. Continued to operate as Principal UX Designer on key initiatives where additional attention and leadership were required.

Principal UX Designer .... May 2012 to July 2015
EMC Corporation, remote from Portland, OR

Lead UX Designer for a team tasked with developing applications across the EMC enterprise. I research, concept and design complex solutions to be delivered on a range of mobile platforms according responsive standards.

Owner & Lead Consultant ....October 2001 to May 2012
User Perspective Inc., Portland, OR

Independent consultant specializing in UX design, usability testing, information architecture, prototyping, ethnographic studies, automated research techniques, and all aspects of user-centered design. Clients include Hewlett Packard, EMC, Reliant Energy, Qualcomm and Freightliner.

A r e a s o f E x p e r t i s e

User Experience Design:

- Able to assume responsibilities and work as a consultant to quickly analyze business needs and assist stakeholders with articulating requirements.
- Capable of presenting UX strategy and championing difficult design decisions.
- Designed, storyboarded and wireframed user interfaces for a wide range of experiences including e-commerce, marketing, educational and entertainment applications.
- Extensive experience designing for mobile platforms including native apps and responsive web design.
- Created a wide range of design documents including user experience strategies, screenflow diagrams, use-case scenarios, audience personas, style guides for interaction, etc.
- Extensive experience doing conceptual design including information architecture, information design and content strategy.
- Comfortable working collaboratively with both visual design and development teams.
- Conducted needs and task analyses. Documented audience characteristics in terms of their impact on design strategies.

User Experience Research:

- Strategized appropriate research techniques to suit various client needs and development methodologies (including Agile).
- Planned, recruited, coordinated and moderated formal usability tests throughout the US and abroad. Experienced with Morae for observational test analysis and reporting.
- Experience conducting international studies using native language moderators.
- Accustomed to working as part of internal design teams. Aware of the importance to communicate clear findings and tangible recommendations.
- Planned and performed contextual inquiry studies to understand patterns of customer buying and support behavior. Conducted observational interviews.
- Capable of conducting rapid usability techniques including expert and heuristic evaluation.
- Designed, coded and tested prototypes (both rapid techniques and high fidelity). Experienced with Axure for prototyping.
- Conducted and analyzed automated eye tracking studies using Tobii equipment.
- Recruited and moderated online discussion groups with remote test subjects.
- Experienced with many automated usability tools including Ethnio for recruiting and WebSort for online card sort studies.
- Designed surveys to solicit user impressions and analyze key behavior patterns.
- Experienced developing screeners and working with recruiters and research facilities.
- Planned, coordinated and moderated focus groups to capture user impressions.
- Interviewed subjects to gather pertinent knowledge and reconstruct past experience.
- Skilled in secondary research to synthesize existing data from a variety of sources.

S o f t w a r e S k i l l s & R e c o m m e n d a t i o n s

Furnished upon request