

# Adam Dunford

## UX Design Manager & Information Architect

[adamdunford.com](http://adamdunford.com)

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I'm a multidisciplinary UX manager known for quickly making sense of complicated systems in business, government, finance, and healthcare.

I help teams break down complex projects into manageable parts, prioritizing the highest value interactions and critical areas for a business. I then use co-creation, user research, and design testing to confirm that users are happy too. All the while, I work closely with developers so that designs are usable, accessible, and technically feasible.

I bring a strong business mindset to every engagement, with experience leading project teams, managing budgets, and uncovering overlooked opportunities for growth.

Clients regularly rely on me to facilitate meetings, train personnel and lead discussions. I present complicated concepts and findings clearly for audiences across the tech spectrum.

Other go-to skills:

- Sketching and concept development
- Collaborating in agile and remote teams
- Creating and extending design systems
- Wireframes and prototyping
- Information architecture and user flows
- Accessibility and user testing
- Workshops, presentations, and facilitation

### RELEVANT WORK EXPERIENCE

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#### **UX Design Principal** 3M Design, Health Care 2019-present · Saint Paul, Minnesota

- Leading user experience, interaction design, data visualization, and user research for Performance Matrix, a health data analytics platform for lowering care costs and improvement patient outcomes.
- Setting standards for evaluating, hiring, training, and retaining UX designers and user researchers
- Contributing to the creation of an accessible, robust design system and pattern library for all digital health care and health information system products at 3M
- Establishing working groups and collaboration opportunities with other design disciplines and engineering teams to find ways to better share skills and explore new project opportunities

#### **Lead UX Designer** inUse Experience 2017-2019 · Gothenburg, Sweden

- Drove interaction design and a new design system for a machine-learning contract analysis platform
- Created a design system for a queuing suite that is accessed more than a billion times a year
- Standardized UI and design for the web back-end for Sweden's largest vehicle auction website
- Redesigned the UI for a flagship asthma management mobile app, systematizing interactions and implementing a design system to better comply with iOS and Android design guidelines
- Trained client design and development teams in UX principles, UI design patterns, and accessibility

*From 2014 to 2016, achieved two long-time goals: attain a master's degree and live and work overseas. Accomplished both, studying interaction design at Chalmers University in Gothenburg, Sweden.*

**Director of Creative Services & User Experience** Symsoft Solutions 2013-2014 · Sacramento, California

- After years consulting for Symsoft, joined them full-time to direct all design, co-direct business development, and build a creative design and content management team
- Hired and coached writers and designers and developed standard design processes and deliverables to maintain consistent quality across client engagements
- Delivered accessible and responsive websites for clients like Bay Area Air Quality Management District
- Using analytics and user studies, optimized information architectures and content taxonomies for large, multi-lingual websites (+100k pages), including CA Dept. of Health Care Services and Caltrans

**Director of User Experience** Simply Interactive 2010-2013 · Austin, Texas (remote)

- Established the role of UX director for the innovative eLearning company as it expanded beyond Flash-based solutions and into web and mobile applications
- Trained visual designers, developers, and copywriters on UX methods like wireframing, journey mapping, user research, and information architecture
- Designed membership portals, guided sales tools, iOS applications, and LMS platforms for clients like American Heart Association, Ayn Rand Institute, and Dale Carnegie

**Founder & Owner** Steeple Ashton 2008-2017 · worldwide

- Launched and successfully grew a UX design consultancy focusing on UI/UX concept development, digital strategy, full-service web design, and custom application development
- Managed projects and dev teams for startups, small businesses and hedge funds
- Also joined cross-functional teams providing the best solutions for their clients, including the US Air Force, Kellogg's, and Everytown for Gun Safety

**VP of Product Development** Primary Intelligence 2005-2008 · Salt Lake City, Utah

- Planned and designed the market research firm's transition from a paper-based report one that provides powerful online sales intelligence dashboards for a SaaS model
- Directed the creation of web-based applications that provide real-time insights for driving sales success, including win-loss, market needs, and competitive analysis
- Worked with cross-functional teams of developers and researchers to design Horizon, an internal platform for managing interviews and data collection, dropping report generation time by 30 percent

**Account Supervisor** McCann Erickson 2005 · Salt Lake City, Utah

- For Microsoft (McCann's client), redesigned the interface and facet structure for how their partners could submit and receive approval for solutions built upon Microsoft Office products, reducing submission times while simplifying distribution and promotion across Microsoft websites

**Director of Portal Operations** Vermont.gov (NIC) 2002-2005 · Montpelier, Vermont

- As the first local employee, grew application development from two projects to ten in the first year—while doubling margins—by leveraging remote development and improving process
- Directed the creation of the state's first web portal, first business tax payment portal, and vehicle registration renewal system, adding a touchscreen kiosk and IVR system (only the second in the nation)
- Generated enough new business and increased revenues so a local office could be established

**Interface Designer, Project Manager** Utah.gov (NIC) Salt Lake City, Utah, 2001-2002

**Web Designer, Project Manager** Uinta Business Systems (Xerox) Salt Lake City, Utah

## EDUCATION, CERTIFICATIONS, SKILLS & AWARDS

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- Education** MS, Interaction Design · Chalmers University of Technology Gothenburg, Sweden  
BA, Broadcast Journalism · Brigham Young University Provo, Utah
- Certifications** Certified ScrumMaster
- Languages** English (native), Swedish (full professional), Finnish (limited professional)
- Awards** Overall Winner, Apps for Californians for “California Cage Fight”  
People’s Choice Award, Apps for Californians for “Explore California”

## PRESENTATIONS & PUBLICATIONS

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- IxDA Interaction 18** Lyon, France, Feb 2018. [Watch](#)
- IxDA Education Summit** Lyon, France, Feb 2018. [Read summary](#)
- Chalmers University of Technology** Gothenburg, Sweden, Sep 2017.
- Chalmers University of Technology** Gothenburg, Sweden, Jan 2017. [Read master's thesis](#)
- SIDeR Conference** Malmö, Sweden, Apr 2016, with A Weiss. [Read](#)
- IDxPO: Mixed Reality in Education** Gothenburg, Sweden, Oct 2015 [Read](#)
- SIDeR Conference** Kolding, Denmark, Mar 2015, with A Castillo Antolin. [Read](#)
- Wordcamp Salt Lake City** Salt Lake City, Sep 2013. [View slides](#)
- WP SLC Meetup** Salt Lake City, Oct 2011.
- Wordcamp Salt Lake City** Salt Lake City, Sep 2011. [Watch](#)
- Utah Venture Entrepreneur Forum Crunch Lunch** Provo, Utah, Sep 2010.
- Wordcamp Salt Lake City** Salt Lake City, Aug 2010.
- MountainWest RubyCon** Salt Lake City, Mar 2009, with J Edwards. [Watch](#)

## REFERENCES

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