Adam Dunford

adamdunford.com

Lead UX Designer & Director

I'm a multidisciplinary UX designer and manager with 18 years creating digital products that deliver what businesses want and users need.

I'm known for quickly and deeply understanding a problem space. I use system and design thinking to identify and prioritize the highest value interactions and critical areas.

With experience in leading projects and managing budgets, I bring a strong business mindset to every engagement. Yet I don't skimp on the core design values of findability, usability, and accessibility.

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.

My other go-to skills include:

- Sketching and concept development
- Lean methods and agile processes
- User research and interviews
- Wireframes and prototyping
- Information architecture
- Presentations and co-creation sessions
- Accessibility and user testing

RELEVANT WORK EXPERIENCE

Lead UX Designer inUse Experience **2017-present** Gothenburg, Sweden

- Providing design expertise and team leadership to clients in healthcare, automotive, and technology.
- Driving interaction design for a machine-learning contract analysis platform used across the Fortune 100.
- 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 to better comply with iOS and Android design guidelines.

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 many years consulting with Symsoft and their government clients, took on a full-time role to direct all UI/UX design and build a creative team.
- Delivered accessible and responsive websites for clients like Bay Area Air Quality Management District.
- Optimized information architectures and content taxonomies for large websites (+100k pages), including CA Dept. of Health Care Services and Dept. of Water Resources
- Co-directed business strategy, including establishing a content management practice,
- Hired and coached writers and designers, developing design processes and standardized key deliverables to maintain consistent quality across client engagements.

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

- Conceived 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, and information architecture.
- Designed membership portals, guided sales tools, 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 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

- Challenged to transition the paper-based market research firm into one that provides powerful online sales intelligence dashboards.
- Directed the creation of web-based applications that provide real-time insights for driving sales success, including win-loss, market needs, and competitive analysis.
- To support this transformation, worked with cross-functional teams of developers, account managers, and researchers to design Horizon, an internal platform for managing call queues, interviewing, and data collection and management, 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 Microsoft partners could submit and receive approval for solutions built upon Microsoft Office products.
- This not only reduced submission times, the facet structure also made it easier to distribute and promote these solutions in product-specific channels across Microsoft websites.

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

- As the first local employee, grew application development from 2 projects to 10 in the first year—while doubling margins—by leveraging remote development and improving process.
- Directed the creation of the state's first web portal and first business tax payment portal.
- Designed a vehicle registration renewal application, and then extended it to a touchscreen-based kiosk and IVR-phone system (only the second in the nation).
- Generated enough new business and increased revenues so a local office could be established.

EDUCATION, CERTIFICATIONS, SKILLS & AWARDS

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)

Applications Sketch, Omnigraffle, Invision, Marvel, Flinto, Principle, Abstract, Adobe XD, Illustrator, Photoshop, InDesign, Excel ;-)

Code HTML/CSS and basic Javascript, Git, some Swift, PHP, and Ruby on Rails

Awards 2nd Place, Best Paper, SIDeR Conference for "HAMLIN: An augmented reality solution to visualize abstract concepts for science education"

Overall Winner, Apps for Californians for "California Cage Fight"

People's Choice Award, Apps for Californians for "Explore California"

PRESENTATIONS & PUBLICATIONS

"The UX of the Food Buffet" Interaction 18 Feb 2018 Lyon, France (view on Vimeo)

"There's No Such Thing as an Interaction Design Degree" Interaction Design Education Summit Feb 2018 Lyon, France

"Understanding Users" Chalmers University of Technology Sep 2017 Gothenburg, Sweden

"The Interaction Design Competency Framework: a tool to understand what industry wants from interaction design education" Chalmers University of Technology Jan 2017 Gothenburg, Sweden
 (yep, my master's thesis; if you're super-bored or *super-interested*, you can read it)

"A Declaration of Interdependence: cooperative learning in independent design projects"
(with Anna Weiss) SIDeR Conference Apr 2016 Malmö, Sweden

"HAMLIN: an AR solution to visualize abstract concepts for science education" (with Robin Andersson, Malin Anker, Johannes Lundqvist and Anna Weiss) IDxPO: Mixed Reality in Education Oct 2015 Gothenburg, Sweden

"Bilbord: a family-focused interactive system for driverless cars" (with Alma Castillo Antolin) SIDeR Conference Mar 2015 Kolding, Denmark

"Does This Theme Make My Website Look Fat?" Wordcamp Salt Lake City Sep 2013 Salt Lake City

"Embiggening WordPress" WP SLC WordPress Meetup Oct 2011 Salt Lake City

"WordPress CMS ASAP: A How-to Guide" Wordcamp Salt Lake City Sep 2011 Salt Lake City
(view on WordPress.tv)

"Better Customer Experiences through Usability" Utah Venture Entrepreneur Forum Crunch Lunch Sep 2010 Provo, Utah

"Improving Your Website's Usability for Happier Visitors & Stickier User Experiences" Wordcamp Salt Lake City Aug 2010 Salt Lake City

"Improving the Usability of Ruby on Rails Applications" (with Jason Edwards) MountainWest RubyCon Mar 2009 Salt Lake City (view on Vimeo)

REFERENCES

Savita Farooqui
President, Symsoft Solutions
Sacramento, California

savita@symsoftsolutions.com
+1.916.567.1740

Bry Wonnacott
Partner, InNet Credentialing
Salt Lake City, Utah

bry@innetcredentialing.com
+1.855.455.2064

Mats Huldin
Owner, Public Display
Alingsås, Sweden

mats@publicdisplay.se
+46.735.331590

CONTACT INFORMATION

Östra Ringgatan 9K
44131 Alingsås
Sweden

US citizen, open to relocate

cv: linkedin.com/in/adamdunford
e: adam@adamdunford.com
m: +46 76-141 67 55
p: +1.801.938.6600