

adam schaller

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EXPERIENCE:

UX Lead / Design Strategy Coach Sabre Dallas, TX 2018 - Present

- Rationalize design decisions and get buy-in to ensure an efficient, intuitive and consistent user experience
- Gain deep subject knowledge of products and processes to function as a SME to train and assist other designers
- Plan and conduct research activities to understand market trends and to gain user, product and business insights
- Plan and facilitate Design Strategy workshops to generate big ideas, strategic opportunities and differentiators
- Work with internal and external stakeholders, suppliers, customers and end users to gather requirements and goals
- Consult and guide business, product and development teams in creating a strategic vision of products and features
- Provide guidance to product and development on MVP and iterative enhancements throughout the project lifecycle

UX Consultant at Sabre The Creative Group Dallas, TX 2015 - 2018

- Collaborate with other designers to create a design language based on industry leading UX and UI guidelines
- Convey vision and strategy through wireframes and prototypes to product managers, stakeholders and users
- Provide wireframes and high-fidelity mockups for use by stakeholders for planning and agile teams for sprints
- Coordinate agile development teams and designers to ensure adherence to design vision and design language
- Work closely with the product team to design for end state while providing support for iterative development

UX Architect at AT&T Tekzenit Dallas, TX 2013-2015

- Shopping portal with simplified checkout - Provide UX vision and define UX process for working with agile teams
- Maintenance portal - Lead a team of designers with UX guidance, system knowledge and project strategy
- Collaborate with product owners, analysts, SMEs and technical leads to prioritize roadmap and sprints
- Design site maps, user flows and wireframes while helping to create the backlog and user stories with agile teams
- Communicate design concept and software goals to agile teams during iteration planning and user story grooming
- Create wireframes & prototypes to convey vision & strategy along with mockups, assets & artifacts for development
- Coordinate with visual designers and agile development teams to ensure adherence to project standards
- Present user stories as developed software to internal & external stakeholders during iteration and release demos

UX Designer / Site Development Lead Polka Dot Design Fort Worth, TX 2009-2012

Web UX Design / Graphic Design / Visualization Freelance Dallas, TX 2008-2009

Web Design / Visualization SG Design Dallas, TX 2005-2008

Web Design / Visualization JHS Architecture Columbia, SC 1999-2005

SPECIALITIES:

UX Design - wireframes, mockups and prototypes using Figma, XD, Sketch, Axure, Balsamiq, Keynote, InVision

UX Research - user observations, interviews, site visits, focus groups, workshops, heuristics reviews, personas

Design Thinking/Design Strategy - plan and facilitate workshops, lead training sessions and video personality

Project Management - Rally, JIRA, Basecamp, Trello, ZenDesk

EDUCATION:

Master of Architecture / Electronic Design Minor Savannah College of Art and Design Savannah, GA

Associate of Applied Science in Interior Design Onondaga Community College Syracuse, NY

Associate of Applied Science in Architecture Onondaga Community College Syracuse, NY