

SYDNEY ADAMS

LEAD UX DESIGNER + RESEARCHER

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WHO I AM

I am a UX designer who loves getting into the weeds of research to challenge assumptions and identify key insights. I get excited to pinpoint and utilize data-driven decisions to empower designs. I love the insanely granular details of visual design and am constantly learning and evolving my skills so that I can tackle any challenge. I thrive in following a project from start to finish - from identifying the problems all the way to testing and implementing the design, I love it all.

Currently I am navigating through my career to gain versatile experiences in UX so that one day I can lead, manage, and inspire future UX professionals.

EXPERIENCE

LEAD UX DESIGNER (previously UX Designer I, II, III)

IntellibrIDGE
July 2020 - Present

- Lead the overall UX strategy and team across two of 9+ platforms on a large-scale government contract by advocating, planning, managing, and conducting UX driven work that stem from core user needs at the product leadership level
- Guide and mentor co-workers on their UX design, research, and soft skills to drive valuable insights, designs, and other deliverables for our customer

UX RESEARCHER

Allied Solutions LLC
April 2019 - April 2020

- Conduct and analyze qualitative research to empower the voice of the user and to identify friction points throughout the user's experience(s) across a variety of user roles
- Build, track, and analyze quantitative data through tools such as Google Analytics and Tag Manager to empower data-driven decision making
- Create and align on project strategies with UX strategists, product managers, and directors in order to communicate desired goals and mitigate risks

DESIGN INTERN

Serve I.T. Nonprofit Clinic
Team Lead | May 2015 - May 2017

- Led and directed client-facing teams of 6-8 members to help nonprofits create and manage a website through web design and visual design
- Managed and led teams of designers and developers in a collaborative, scrum-based setting in order to research, design, and produce website for specific nonprofits

EDUCATION

MS Human Computer Interaction Design

May 2019 | Indiana University

BS Informatics | Graphic Design

May 2017 | Indiana University

BS Minors

Human Centered Computing, Dance

RESEARCH

METHODS

User Interviews
Personas
Storytelling
Affinity Diagramming
User Journey Mapping
Contextual Inquiry
Workshops
Surveys

TOOLS

UsabilityHub
Google Analytics
Google Tag Manager
Excel
Qualtrics

DESIGN

METHODS

Rapid Prototyping
Wireframes
Usability Testing

TOOLS

Figma
Adobe XD
InVision
Adobe InDesign
Adobe Illustrator
Adobe Photoshop

MISC

Mural
JIRA
HTML / CSS
PowerPoint
WordPress
Confluence
Maestro

CERTS

(Accessibility)
Section 508 Trusted Tester

(Data Analytics)
Google Analytics
Google Tag Manager

HOBBIES

World Travel Enthusiast
Ballroom Dancer
Future Wine Sommelier
Full-Time Dog Mom / Lover
Dedicated Neat Freak