

Adam Morenberg

UX/UI Product Designer
Fort Lauderdale, Florida

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SKILLS

User-Centered Design
Design Thinking
Lean UX
Rapid Prototyping
Agile Methodology
Personas
Storyboarding
Journey Maps
User Flows
Wireframing
Information Architecture
Interaction Design
Ethnography / Contextual Inquiry
Interviewing
Usability Testing

TOOLS

Sketch
InVision
Marvel
Adobe XD
Flinto
HTML + CSS

EDUCATION

Ironhack

Certificate, UX/UI Design, 2018

University of South Florida

MA, Social Psychology, 2002

Miami University

BA, Sociology & Journalism, 1998

EXPERIENCE

Ironhack — UX/UI Design Teaching Assistant

December 2018 - present | Bootcamp | Miami, FL

Assistant-taught user-centered design skills, methods, and tools to full-time UX/UI students

SmartRevenue — Qualitative Research Manager

2013 - 2018 | Research Agency | Remote

Responsible for research design, recruitment, staffing, management, analysis, and reporting for clients' UX and market research projects

Logitech — UX Product Design Research Consultant

Spring 2018 | Chicago, IL and Atlanta, GA

Worked with UX and Consumer Insights leaders to conduct field research and create personas for the development of new Smart Home products

Dr. Scholl's — UX Research Consultant

Spring 2016 | Detroit, MI and Grand Rapids, MI

Conducted in-store user testing of 2nd generation Dr. Scholl's Kiosk prototype to find and fix usability issues before nationwide rollout

VSCO — UX Research Consultant

Summer 2015 - Spring 2016 | Remote

Conducted lean user research for VSCO Connect, a B2B commissioning tool for connecting brands to emerging photographers from the VSCO community

Samsung — Consumer Research Consultant

Summer 2015 - Spring 2018 | Remote

Conducted field research to discover consumer response to new Galaxy, Note, and iPhone smartphones in real-time after launch

