

Frank K. Adam

Scottsdale AZ | fkadam@gmail.com | Portfolio | 480.204.5469 | LinkedIn

Professional Summary

Highly skilled and results-driven UX Engineer with over 20 years of experience in designing and delivering exceptional user experiences. Proficient in the entire UX design process, from research and ideation to wireframing, prototyping, and final implementation. Strong background in user-centered design, usability principles, and accessibility best practices. Adept at collaborating with cross-functional teams to create intuitive and visually appealing interfaces. Strong expertise in defining UX guidelines, collaborating with technology partners, and implementing optimization solutions. Proven track record of driving modernization efforts for legacy applications and delivering innovative solutions. Recognized for mentoring junior designers, winning MckHackathons, and demonstrating excellence in user flow and interaction design. Committed to delivering innovative solutions that enhance user satisfaction, drive business goals, and exceed client expectations. Passionate on opportunities to leverage my expertise and contribute to the business' productivity and success.

Skills and Qualifications

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|-------------------------------|----------------------------------|------------------------------------|
| - UI/UX Design | - Adobe Creative Suite | - Innovation and Creative Thinking |
| - User Research | - InVision, Figma, Sketch, Axure | - Project Management |
| - Design System Development | - HTML/CSS/JavaScript | - Team Leadership and Mentoring |
| - Wireframing and Prototyping | - React.js | - Problem Solving |
| - Interaction Design | - Git Code Management | - Effective Communication |
| - User Flows | - Usability Testing | - User guides/surveys (Pendo) |
| - Responsive Design | - Accessibility Best Practices | - Cross-functional Teamwork |
| - Front-end Development | - SEO and Web Analytics | - Branding and Marketing Design |

Professional Experience

McKesson | Lead UI/UX Engineer | September 2013 - Present

- Lead the design and development of UX capabilities for applications, supporting intuitive cross-platform user experiences.
- Define and support all aspects of product development, including discovery, research, user flow, design system, core UI elements, and interaction patterns.
- Collaborate directly with technology partners to seek and implement the best Design System solutions.
- Apply fundamental UX principles and accessibility best practices to deliver intuitive user journeys aligned with user personas.
- Conduct user interviews, surveys and research, including heuristic reviews, to identify user pain points and preferences.
- Implement optimization solutions to improve page load speed and performance (78% impact).
- Work closely with development teams to transform ideas into creative responsive designs under technology and time constraints.
- Collaborate with peers in the business and development teams to identify use case requirements and ensure alignment.
- Utilize Design Strategy & Research to assist in defining and evolving product road maps and prioritize areas of focus.
- Manage, mentor, and provide guidance to junior designers.
- Demonstrate excellence in defining user flows, interaction patterns, and complete product experiences that align with user needs.
- Ensure aesthetic quality and UI functionality consistency across different browsers and devices (desktop, tablet, and mobile) and obtain approval from the QA team.
- Support SEO and web analytics efforts.
- Active throughout the full project lifecycle, absorbing complex input and distilling it into approachable and intuitive UI, from wireframes to complete screen designs and front-end production.
- Drive all UI/UX efforts in the modernization of legacy applications.
- Measure product usability success rate through System Usability Scale (SUS) scores.
- Design and develop user correspondence emails, faxes, pdf forms.
- Recognized for outstanding performance, winning the MckHackathon in 2017 and 2018.
- Developed an innovative Voice UI proof of concept, winning the "Innovation Days" event in 2021.

Certification Partners LLC | Creative Director | October 2009 - August 2013

- Contribute to full life-cycle of application web developments, including analysis and requirements gathering, design, project planning, development, implementation, user approval testing, release preparation, support and maintenance.
- Design and develop marketing graphics, animations, websites, and prototypes, set brand guidelines and standards.
- Manage social media presence and collaborate with various departments.

Computer Associates Inc. | Multimedia Developer (Contract) | September 2006 - April 2014

- Design and develop online courseware, presentations, and interactive exercises using Flash, and HTML.

DHL | UI Manager (Contract) | September 2006 - August 2014

- Collaborate with product managers and web developers to improve UX for programs and applications.
- Perform user requirements analysis, design, prototyping, and documentation.
- Ensure integration of business requirements and prioritize user goals and objectives.

Ethos Solutions LLC | Sr. Multimedia Developer | January 2007 - April 2008

- Design, program, build and maintain interactive websites and applications in platforms such as Salesforce and Drupal.
- Increase productivity with effective multimedia knowledge and participate in problem analysis and resolution.

Roebuck Consulting Group | Consultant/Multimedia Designer Specialist | April - November 2007

- Storyboard e-learning courses and develop interactive content using HTML, CSS and Flash.
- Update, revise, and enhance existing course content based on new requirements.

PulseLearning Ltd. | Consultant/Multimedia Designer Specialist | July - November 2006

- Design and develop content for Learning Management System programs using Flash ActionScript, HTML, and Captivate.
- Test course pages and recommend user experience improvements for online courses.

CyberStaff America Ltd. | Multimedia Director | April 2004 - March 2006

- Manage frontend team and supervise development of distance learning projects for clients such as McGraw-Hill and Pratt Institute.
- Design and develop engaging interfaces, simulations, and animations to support user learning retention.
- Collaborate with business and instructional designers to gather user experience and requirements to develop online curriculum.

Computer Associates Inc. | Lead Graphic Artist/Web Designer | September 2000 - April 2004

- Develop online SCORM compliance courseware using Flash and ActionScript.
- Supervise graphic team and support visual consistencies by setting individual project's aesthetic directions and guidelines.
- Create efficient design processes and identify areas for improvement.

Sportseye Inc. | Graphic Artist/Web Designer | May 1998 - September 2000

- Key designer and contributor to the launch of company's site.
- Design covers, marketing materials and advertisements for company publications.
- Creator and illustrator of the "at the buzzer" weekly cartoon column.

Education

Adobe Certified

Hofstra University, NY. Master of Science in Art Education. 2000

School of Visual Arts, NY. Extensive coursework in Animation. 1997

SUNY at Stony Brook, NY. Bachelor of Arts. Art History / Art Studio. 1994

Professional and Freelance Sites

2023 <http://www.Glayol.com>

2021 <https://hubconnect.mckesson.com/kadmon>

2020 <https://www.merckaccessportal.com>

2019 <https://aveedrems.com>

2018 <https://www.ilumyasupport.com/ilumyasupportprovider/>

2017 <https://siliqrems.com>

2017 <https://bosentanremsprogram.com>

2015 <https://www.opioidanalgesicrems.com>

2012 <http://www.BerkeLawFirm.com>

2007 <http://www.8Graphics.com>