



ADAM EBEL

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PROFILE

Creative lead specializing in experience design and technology innovation.

EXPERIENCE

SENIOR DESIGNER, FROG DESIGN INC.; SAN FRANCISCO, CA — 2008 - 2010

Worked on design initiatives for clients such as Intel, Microsoft, AT&T, Alcatel, Tribune Interactive, and more. Identified and explored opportunities for innovation utilizing design trends, human behavior, ethnographic research, and realizing the potential in nascent technologies. Created solutions across entertainment, productivity, casual computing, digital marketplace, and other verticals that are brand-aware, and driven by user insight and behavior. Engaged in design research for major frog accounts, defined international research targets, led interviews with both consumer and professional participants, and synthesized broad sets of ethnographic research data to inform and inspire subsequent design work.

SENIOR USER EXPERIENCE DESIGNER, AMAZON.COM; SEATTLE, WA — 2007 - 2008

Lead designer developing 4 Amazon products including Checkout by Amazon, Amazon PayPhrase (one patent), and more. Advocate for awareness and adoption of user-centered design principles, process, and practice within the organization. Regularly met with and presented work to executive leadership. Created and maintained wireframes, user flows, prototypes, high-fidelity mockups, and other documentation. Worked with usability to define testing schedules and coordinate prototyping efforts. Consistently sought due diligence from feature teams when defining our user experience in the face of schedule constraints and other obstacles. Worked across teams and disciplines to create a detailed vision for the product portfolio, and worked to improve offerings that pre-dated my involvement with the organization.

USER EXPERIENCE DESIGNER/PROGRAM MANAGER, MICROSOFT XBOX; REDMOND, WA — 2004 - 2007

Developed the Xbox 360 console UI and numerous Xbox LIVE features, including revisions delivered over Xbox LIVE in subsequent years after launch. Helped define the production workflow for building Xbox 360 applications, and solved critical issues that enabled the console to launch on schedule. Managed sound design for the Xbox 360 console UI. Designed the sound interaction experience for the Xbox 360 Wireless Headset, nominated for best hardware by the E3 2006 game critics awards. Launched the Fall '05 Xbox.com redesign to widespread and critical acclaim, winning a Webby award for Best Community. Designed and maintained information architecture diagrams, UI flows, and other documentation for Microsoft's Zune player, software setup, and account creation/management experiences. Worked on several stealth projects, conceptual design work, and much more.

E-LEARNING DESIGNER, (CONTRACT); SEATTLE, WA — 2001 - 2004

Designed web-based e-learning applications for companies such as AT&T Wireless, Ernest & Julio Gallo, F5, Dade Behring, Kenworth, Magnadrive, and more. Designed next gen Flash-based websites. Oversaw all design and implementation, back-end integration, and managed mailing lists.

EDUCATION

The Evergreen State College — Bachelor of Arts in Design / Sound, 2001

SPECIALTIES

Design within constraints, formulating design languages, opportunity discovery, project planning, brand awareness, behavioral research, and design execution.

REFERRALS

Furnished upon request.