



**ADAM EBEL**

**DESIGN LEADERSHIP  
UX MANAGEMENT**

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## EXPERIENCE

### **Adaptiv Design Lab** - Founder & Principal

Dec 2019 - Present (Part-time)

UX lab exploring future vision and connected experiences for mobile, AR/VR, automotive, the home, and cities.

### **Independent Design Consultant**

Jul 2016 - Jan 2018

### **Fitbit** - Product Design & UX Management

Jun 2015 - Jun 2016

I managed the cross-platform UX integration of device setup, account creation, device settings, and essential learning guides for 10+ devices across mobile and desktop apps. I worked across teams to define iterative design and testing processes for features and helped operationalize prototyping and user research efforts.

### **Beatport** - Product Design Lead

May 2013 - Apr 2015

Led product design, research, and user experience for an advanced music library management application with streamlined access to the online music store. Designed the product marketing site, getting started guide, support page, and worked on the redesign of the main Beatport website.

### **Logitech** - Principal UX Designer

Oct 2012 - May 2013

Led experience design for a suite of networked audio devices and connected mobile applications that tightly integrated popular music streaming services. Also led engagements with several external consulting firms.

### **Frog Design** - Senior Interaction Designer

Jun 2008 - May 2012 (active for 21 months)

Created solutions driven by user insight and behavior utilizing design methodologies and research combined with existing and emerging technologies to identify and explore opportunities for innovation. Clients included Microsoft, Intel, AT&T, and others. Led experimental multitouch interaction programs in two studios.

### **Amazon** - Senior User Experience Designer

May 2007 - Jan 2008

Designed and shipped 3 premiere products/services while launching the Amazon Pay division. Worked across teams and disciplines to create a detailed vision for the product portfolio and improve methodologies that predated my involvement with the organization. Co-inventor on U.S. Patent 9,704,161 for payments innovation.

### **Microsoft Xbox** - User Experience Program Manager

Mar 2004 - May 2007

I provided product design and UX management for the Xbox 360 console and other Xbox products, including console software updates, developer releases, and more. I contributed to design research and prototyping efforts, team production workflow, and stealth projects. I also led sound design for Xbox 360 products.

## EDUCATION

The Evergreen State College — 2001  
BA Degree - Design, Sound, and Ethnology

William H. Hall High School — 1995  
High School Diploma

## CERTIFICATES

UX Management: Strategy & Tactics — 2020  
Interaction Design Foundation

Leading for Creativity — 2020  
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## SKILLS

User Experience Design	Creative Direction
Product Design	Visual Design
Design Thinking	Brand Identity
Innovation Strategy	Iconography
UX Management	Motion Design
Creative Direction	Production Design
User Research	Product Management
Usability Testing	

## AWARDS

Fitbit Wins 17 Awards at CES 2016  
Fitbit Wins 6 Plus X Innovation Awards 2016  
Fitbit Wins ISPO Health & Fitness Award 2016  
E3 Winner: Best Hardware Xbox 360 Wireless Headset  
E3 Nominee: Best Hardware Xbox 360 Console  
Webby Nominee: Xbox.com, Community  
Microsoft Gold Star Award: Xbox.com v7 Release

## OTHER EXPERIENCE

Mitglied - Genossenschaft für Urbane Kreativität — 2019 - Present

I joined this urban regeneration project in early 2019 and partnered with entrepreneurs, creators and supporters to facilitate a sustainable community development along the Spree river for the people of Berlin to come together.

Co-founder - Community Action for Civil Rights & Liberties — 2016 - 2018

Organized fundraising events in SF & NYC for organizations like The Center for Gender & Refugee Studies, Unlocal, Mujeres Unidas y Activas (MUA), and Reporters Committee all of whom work to support human rights and civil liberties in the United States of America.