



ADAM EBEL

Design and UX leader with 18+ years experience creating award-winning products and services. Leading teams and organizations in user-centered design, innovation strategy, and sustainable solutions. Fitbit, Microsoft Xbox, Amazon, and Frog alumni.

adam@adamebel.com | www.adamebel.com | Berlin, Germany

- 3/23 - PRESENT** ● **Director of Product Design**
Rapid
Rapid is the leading API hub provider, enabling developers and enterprises to build, consume, and manage API's. Our mission is to empower developers everywhere to create transformative software.
- 2021 - 2023** ● **Head of Design**
kununu (part of New Work SE)
Led the design and user research team at kununu, the leading destination for workplace insights in Europe. I built a team from the ground up, established our UX process, and provided oversight, design direction, and guided work streams through our agile process.
- 2016 - 2020** ● **Principal Design, Research, and Strategy Consultant**
Independent consultant specializing in design and research, innovation activities, and advising on best practices. Started a design lab and innovation blog focusing on future vision projects, connected experiences, and sustainable solutions for mobility, health, and home.
- 2015 - 2016** ● **Senior Product Designer**
Fitbit (part of Google)
Cross-platform UX design and management of device setup, watch-face selection, settings, firmware update, and essential learning guides for 10+ devices across mobile + desktop apps. Shipped the Fitbit Blaze Smartwatch and Alta tracker.
- 2013 - 2015** ● **Product Design Lead**
Principal Product Designer
Beatport
Led product design and user research for an advanced music library management application with streamlined access to the online music store. Shipped the product, designed the marketing site, getting started guide, product support page, and more.
- 2012 - 2013** ● **Principal UX Designer**
Ultimate Ears (UE) by Logitech
Led experience design for a suite of networked audio devices and connected iOS/Android apps that tightly integrated popular music streaming services. I also led engagements with several external consulting firms.
- 2008 - 2012** ● **Business Design Lead**
Senior Interaction Designer
Frog Design // Fjord
Created solutions driven by user insights and behavior utilizing design methodologies and research combined with emerging technologies to identify and explore opportunities for innovation. Client projects included Microsoft, Intel, AT&T, Nokia, and others.
- 2007 - 2008** ● **Senior User Experience Designer**
Amazon
Designed multiple products and services while launching the Amazon Pay division. Worked across teams and disciplines to create a detailed vision for the product portfolio and improved methodologies that predated my involvement with the organization.
- 2004 - 2007** ● **User Experience Program Manager**
User Experience Designer
Microsoft Xbox
Product design and UX management for the Xbox 360 console and other Xbox products, including console software updates, developer releases, and more. Helped facilitate design research and prototyping efforts, team production workflow, and stealth projects.

EDUCATION

The Evergreen State College

Bachelor of Arts (BA) Degree - 2001
Design, Sound, and Cultural Studies

William H. Hall High School

High School Diploma - 1995

SKILLS

User Experience

Design Thinking
Innovation Strategy
Design Leadership
UX Management
Creative Direction
Interaction Design

Collaboration

Participatory Design
Design Workshops
Journey Mapping
Persona Development
Service Design
POV Statement Definition

Design Research

Research Planning
Field Studies
Jobs-To-Be-Done
Participant Interviews
Secondary Research
Usability Testing

Management

Project Plan Definition and Alignment (SCRUM)
Resource Allocation and Tracking (Budget/Staff)
Recruiting Talent
Mentoring

LANGUAGES

English - Native Speaker
German - Basic Proficiency (B1)

INTERESTS

Music, photography, bicycles, books, and travel.

CERTIFICATES

New Work Leaders Program

New Work SE (2021)

Creating and Maintaining Design Systems

Brad Frost (2021)

Leading for Creativity

IDEO U (2020)

UX Management: Strategy & Tactics

Interaction Design Foundation (2020)

AWARDS

CES 2016: Fitbit Blaze Wins 17 Awards
Plus X Innovation Awards 2016: Multiple Awards
ISPO Health & Fitness Award 2016: Fitbit Blaze
Patent Award Received: Amazon Payments Innovation
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

COMMUNITY

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.

RECOMMENDATIONS

"Adam was our customer's best advocate, always reminding the team that it wasn't just about getting it done, but about getting it done right. Adam added significant value to our product and organization."

Isaac Oates - Founder & CEO at Justworks
Previously Senior Product Manager, Amazon
Adam worked with Isaac in the same group

"Adam is super-approachable and every bit the team player as he is a leader in User Experience Design. It's always a risk to write a recommendation about a colleague who you value immensely - because you don't want to ever lose them. But Adam's a great colleague and does outstanding work and therefore it's only right to give credit where credit is clearly due."

John Rodman - Senior Marketing Manager, Microsoft
Previously Senior PR Manager, Microsoft Xbox
Adam worked with John in the same group

"I've worked along side Adam and have know him to provide thought leadership and team collaboration. Adam is focused and has an ability to remain on target during "crunch" time. He is an asset to any team."

Bill Brown
Previously Principal Program Manager, frog design
Adam worked with Bill in the same group

"His interaction and visual design skills are excellent, he is a great problem solver. He is nimble, resourceful, and does not shy away from meeting a challenge head-on. Adam is professional and a prolific catalyst for new product development."

Eileen Ouenin - Product Manager at Boeing
Previously Senior UX Engineer, Amazon
Adam worked with Eileen in the same group

"Adam always worked hard to find innovative solutions to complex problems. He kept the user's needs top of mind at all times and was able to get buy in from partners and co-workers. I would highly recommend him for any UX Design position."

Shelley Armstrong - VP of UX & Design, Finastra
Previously Design Manager, Microsoft Xbox
Shelley was senior to Adam but didn't manage directly

"He is always conscientious and threw himself 110% into his work, and he always did it with the best attitude. He was a key contributor to the Xbox 360 product launch, and he has a lot to be proud of."

Paolo Malabuyo - Director of UX, Google
Previously UX Design Manager, Microsoft Xbox
Adam reported directly to Paolo for 3+ years

"He was fabulous to work with. Very creative, super responsive and focused on delivering the best work possible. Not only did Adam make huge contributions to our user experience, but he went out of his way to contribute in many positive ways above and beyond his specific role. I can highly recommend him."

Mary Anne Masterson - Director UX, Likewise Inc.
Previously Brand Manager, Microsoft
Adam worked with Mary in the same group

"Adam is an exceedingly thoughtful and creative interaction designer, with a particular interest and talent for exploring and developing highly interactive (gestural, touchscreen) interfaces. Adam's technical chops with interactive tools made him especially valued as a senior design contributor at frog."

Robert Reimann - Director UX Design, Athena Health
Previously Assoc. Creative Director, frog design
Adam reported directly to Robert for 1 year