



# ADAM EBEL

With nearly two decades of experience crafting award-winning products and services, I lead high-performance teams within industry-leading organizations that drive strategic innovation and deliver impact while fostering a culture of continuous learning and improvement.

[adam@adamebel.com](mailto:adam@adamebel.com) | [www.adamebel.com](http://www.adamebel.com) | Berlin, Germany

- 2024 - Present** ● **UX/UI Design Director**  
Klang Games  
Building SEED, an ambitious life-simulation MMO game, where the relationships you build, the work that you do, the businesses you create, and the government you elect directly influence the future of your society.
- 2021 - 2023** ● **Head of Design**  
kununu (part of New Work SE)  
Established and led a multi-disciplinary UX design and research team at kununu, a leading destination for workplace insights in Europe. Established our UX process, provided direction and oversight for key initiatives, and guided work streams from discovery to implementation.
- 2016 - 2020** ● **Design Innovation & Strategy Consultant**  
Independent consultant specializing in design, research, innovation activities, and advising on best practices. Started an innovation blog and design lab focusing on future vision projects, connected experiences, and sustainable solutions for mobility, health, and home.
- 2015 - 2016** ● **Senior Product Designer**  
Fitbit (part of Google)  
Led cross-platform product 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 services and peripherals, including console 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

Design Sprints  
Participatory Design  
Design Workshops  
Journey Mapping  
Persona Development  
Service Design

### UX 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 & Coaching

## 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 eG

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*