

Rob Adams

Web: <http://usereccentric.com/>

Email: <http://usereccentric.com/contact>

Objective

I want to make products people love.

Skills

New Product Design and Innovation

- Researched and co-created the new interaction design tool Flash Catalyst, now available in Adobe Creative Suite.
- Researched and co-designed a vision for modernizing Adobe's open web tools to meet the new needs of today's web professionals.
- Researched and co-designed Flash Builder, the standard IDE for Flex.
- Led a design team for a new calculator for middle school algebra students.
- Inventor on five pending patents.

Leadership

- Unofficially led design teams in the Flex/Flash and open web space.
- Managed goals, schedules, and deadlines for the algebra calculator project.

User Research

- Led numerous early-stage research projects investigating diverse customer types from middle school teachers to enterprise systems engineers.
- Authored personas and key scenarios to drive product design and business strategy, appearing in executive-level presentations.
- Mastered every qualitative user research technique in the book.

Interaction Design

- Designed new features and workflows for Dreamweaver CS6 as well as future open web tools.
- Designed the learning experience for Flex and Flex Builder, bringing exponentially more developers into the fold every release.
- Designed, evaluated and iterated on the video import workflow for Flash 8 Professional, helping Flash video become the dominant format on the web.
- Co-designed the update experience for Flash Player 8, greatly accelerating Adobe's adoption numbers over the next three releases.

Writing and Communication

- Developed a set of design principles for Rich Internet Applications. Wrote a popular article series on these principles, the Flex Interface Guide.
- Authored a book chapter and co-authored several papers on the topic of designing software architectures to encourage usability.
- Communicated research findings both through traditional reports and information graphics that presented key customer insights at a glance.

Public Speaking

- Gave two public talks teaching application design guidelines to developers.
- Gave numerous talks communicating customer insights to audiences consisting of engineers, product managers, VPs and executives.

Highlights

Designed **two new products**, from conception to release

Unofficially **led teams** consisting of design professionals and other diverse skill sets

Proven ability to **distill customer insights** from research data

Proven ability to **develop design solutions** to problems identified by research

Over **nine years experience** in the field of experience research and design

Five patents pending

Several professional publications

References available on LinkedIn and on request

Professional Experience

Senior Experience Researcher

Adobe Systems, Inc., San Francisco, CA

September 2004–Present

Interaction Designer

Texas Instruments (via Carnegie Mellon), Pittsburgh, PA

January 2004–August 2004

Research Associate

Carnegie Mellon University, Pittsburgh, PA

August 2002–August 2004

Software Engineer

Orca Computer, Inc., Blacksburg, VA

August 2000–July 2003

Web Developer

Virginia Tech Dept. of Computer Science, Blacksburg, VA

May 1999–September 2000

Education

Master of Human-Computer Interaction

Carnegie Mellon University, August 2004

B.S., Computer Science, Magna Cum Laude

Virginia Tech, May 2001

Minors in Professional Writing, Mathematics, and Philosophy

Phi Beta Kappa National Honor Society

Upsilon Pi Epsilon Computer Science Honor Society

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