

# LINDSAY ADAMS

## User Experience Designer

### PROJECTS

#### Capstone | Brainstation

NOV 2023, BrainStation

- Recognized a practical challenge and delved into the subject to conceptualize a digital solution.

### EXPERIENCE

#### Freelance Contractor | L.A. Design

JAN 2021 - 2023, BRANTFORD, ON

- Demonstrated competence by producing compelling designs that aligned with brand guidelines, and exceeded the client's expectations.
- Initiated the development of responsive websites, by wireframing, resulting in streamlined and user-friendly digital platforms.

#### Graphic Designer & Production Artist | ZRB Marketing

SEPT 2015 - 2021, BRANTFORD, ON

- Efficiently managed the design and production of files, eliminating the need for reprints and delivering cost-saving results for the company.
- Created digital marketing ad campaigns, that achieved a 30% increase in social media engagement.

#### Prepress Operator | Clarke Productions

FEB 2011 - 2015, DUNDAS, ON

- Created error-free files for large-format printing, ensuring seamless production and cost savings.

### EDUCATION

#### BrainStation | Diploma, User Experience Design

SEPT 2023 - DEC 2023, TORONTO, ON

#### Humber College | Certificate, Graphic Arts and Prepress Technology

SEPT 2003 - MAY 2004, TORONTO, ON

- Goody Production Award, Honor Student

#### Mohawk College | Diploma, Graphic Design Production

SEPT 2001 - MAY 2003, BRANTFORD, ON

- Honor Student

[lindsayadamsdesign@gmail.com](mailto:lindsayadamsdesign@gmail.com)

226-920-9764

<https://www.linkedin.com/in/lindsay-adams-design/>

<https://lindsayadamsdesign.com/>

### SKILLS

Figma, Storyboarding, Wireframing, User Research, (Lo-Fi/Hi-Fi) Prototyping, User Testing, Information Architecture, Task Flow, User Stories, Personas, Experience Mapping, UI Design, UX Design, Responsive Web Design, Heuristic Evaluation, Interaction Design, Design Systems and UI Libraries, Designing for Search, Adobe Creative Suite, G-Suite, Google Fonts, Slack, Discord, Asana, Midjourney, WordPress, HTML, CSS, ChatGPT

### PROFILE

I firmly believe that comprehensive research lays the robust groundwork for a valuable product. As a UX-trained designer, I stay committed to the project goal, adeptly recognizing and maneuvering through constraints like technology, budget, and time to develop a product. The ultimate design incorporates usability and Gestalt principles.

I take pleasure in working collaboratively with design and tech-oriented individuals, while also demonstrating discipline in undertaking independent deep work.