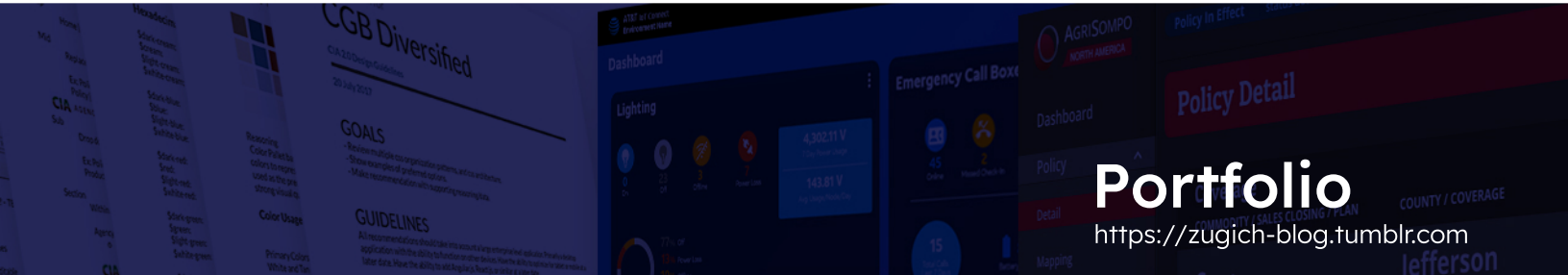


# Adam Zugich

Lead UI/UX & Product Designer

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## Profile

Highly skilled design professional with **20 years of experience in designing and developing** user-centric applications. Improved the usability and success of products, such as SaaS IoT sensor applications, insurance company software, healthcare, B2B, and B2C sites.

**Proven track record in leading design and redesign projects**, increasing user satisfaction, ensuring accessibility, and driving sales. Advocating the benefits of good UI/UX with a passion for solving complex problems with simple solutions. Leading and mentoring teams.

Experience working on geographically dispersed teams for 20 years. **Skilled at in-person and online communication**, both within application teams (design, development, project management), and with stakeholders, management, sales, and the executive suite. **Multiple years of experience as a product owner** on different applications within various technology fields, as well as leading agile teams, story creation, KPI tracking, and more.

## Experience

### Insight Global

Lead UI/UX Designer 10/2023 - present

Providing UI/UX consulting, design, and layout development for complex software applications, national fiber optic planning tools, and healthcare applications.

- Lead UI/UX creation and discovery for complex application creation, replacing multiple existing applications; including, adding AI functionality.
- Work closely with customer to understand and discover users needs, streamlining applications allowing users to better accomplish goals.
- Create and manage comprehensive design libraries, prototypes, workflows, and UX testing plans.

### Tools

UI Prototyping  
Figma  
Git  
UX for AI  
Agile  
VS Code

## AT&T

### Lead Product Designer 5/2021 - 8/2023

- Led ground up UI/UX redesign for an IoT sensor SaaS, resulting in thousands of sensors integrated into a single user-friendly application.
- Established and managed a UI team of developers and designers, leading to improved UI/UX, WCAG accessibility certification, and increased sales.
- Designed prototypes and mockups, working within the design system, for customer-based use cases, enabling rapid iterations and updates.
- Implemented a comprehensive UX plan, incorporating continuous user feedback building strong customer relationships, and faster task completion for users.

#### Tools

User Research  
GitLab  
UI Prototyping  
Adobe XD & Figma  
WCAG / 508 Compliance  
Agile  
Angular

## CGB Diversified Services

### Lead UI/UX Designer 2/2017 - 5/2021

- Directed the complete UI/UX redesign of an enterprise application for a nationwide insurance company with billions in premiums, resulting in increased policy sign-ups.
- Collaborated with users to identify and implement UX flows that improved customer happiness and retention.
- Lead the UI team in rapidly prototyping site flows and layouts, gaining buy-in from all stakeholders, from project managers to development and executives.
- Developed responsive UI for optimized user experiences across multiple devices, leading to a drastic increase in tablet and phone usage in the field, and improved agent efficiency.

#### Tools

Wireframing / Prototyping  
Adobe XD & Figma  
Bootstrap  
Git  
HTML / CSS  
jQuery  
.NET MVC

## Jobson Interactive (a WebMD Company)

### Sr. UI/UX Designer and Developer 10/2006 - 1/2017

- Spearheaded projects from proposal to development, driving fact-based UX updates through analytics and A/B testing.
- Created a reusable framework for BtoB sites, significantly speeding up the development process and increasing revenue.
- Developed front-end solutions for various customers (such as Kaiser Permanente and Carl Zeiss Vision), including mobile sites, healthcare portals, BtoB, and BtoC platforms.
- Debugged issues within .NET, MVC, jQuery, and JavaScript to ensure seamless user experiences.

#### Tools

Visual Studio  
Adobe CS  
Bootstrap  
SVN  
HTML / CSS  
jQuery  
.NET MVC

## Education

### Westwood College of Technology

Bachelor of Science 2004  
Design and Visual Communications

## Skills

Wireframing  
Prototyping  
Responsive Design  
Mobile First Design  
Figma  
Adobe Suite

HTML / CSS  
jQuery  
Responsive Development  
Design Systems  
Interaction Design  
Iterative Design

UX for AI  
Agile  
Team Leader  
Product Owner  
User Research

## Design by Device Type

