

Adam Brent Whitten

I'm a design leader with a BFA in Web Design & Interactive Media with a particular interest in user experience design and ecommerce. I have worked with brands such as Nike, Gambling.com, Casinos.com, and more.

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EXPERIENCE

TacoClout.com, USA — Founder

JANUARY 2021 - PRESENT

- Built, and managed, a very successful e-commerce business niche for the Toyota Tacoma off-road enthusiast.
- Manage and market to an email list that is growing by 15% MOM.

Gambling.com, USA — Lead Product Designer, Sports

AUGUST 2021 - PRESENT

- Head of the North American design team for the Sports Vertical (Bookies.com, Rotowire.com, Bookmakers.com, AmandaPicks.com)
- Bridge the gap between online sports betting and affiliates with email marketing, UX strategy, and steering clear of dark UX
- Spearheading the conceptualization and execution of user-centric design strategies, resulting in a 18% increase in exit conversions
- Developed and upholding comprehensive style guides, identifying recurring design patterns and constructing documentation to facilitate scalability across the company portfolio
- Continuously testing products to validate assumptions through A/B and multivariate tests by coding and prototyping
- Conducts user research to understand what customers want to accomplish with our products
- Managed all project requirements, ticket creation, sprint planning, goal achievement, and team alignment

Hemmings.com, USA — Senior UX Designer

MAY 2019 - AUGUST 2021

- Built design iterations concurrent with user research findings, business goals, and UCD styles for Hemmings.com
- Led Hemmings.com design team
- Collaborated with stakeholders and developers to ideate upon designs to discuss challenges of implementation and make sure designs are in alignment with the customer needs
- Built a portfolio of design assets to be part of the UX design style guide
- Crafted specifications for developers to build mobile friendly web pages
- Conduct user testing and user interviews both internal and external
- Managed the versioning control system on finalized designs for sharing

AWARDS

2015 – Best Portfolio of Graduating Class, The Art Institute of Charlotte

SKILLS

Information Architecture
Interface Design
Prototyping
Wireframing
Guerilla Testing
User Flows
Analytical
HTML
CSS
Javascript
SCRUM Certified

PROGRAMS

Figma
Sketch
Adobe Creative Suite
Overflow
Customer.io
Omni Send
Jira
Confluence
Office Suite
Google Ads
Merchant Center
BigCommerce
Shopify

with development for implementation

- Provided front-end feedback with development teams and product owners

Off Broadway Shoe Warehouse, USA — UX Designer

FEBRUARY 2017 - MAY 2019

- Led co-opt projects for brands such as Nike, Adidas, Skechers, and Vans. These projects included creating custom landing pages, full flash sale campaigns, email marketing tactics.
- Redesign of both the Off Broadway Shoe & Rack Room Shoes websites
- Revamped the checkout pipeline (15% increase in sales YoY)
- Created and maintained a mobile first approach

↳ Interactive Designer

AUGUST 2016 - FEBRUARY 2017

- User Experience
- User Interface Design
- Web Design
- Idea making and concepts for new projects and solutions
- Motion Graphics & Video

EDUCATION

The Art Institute of Charlotte — BFA

2013 - 2015

Web Design & Interactive Media

[Read student success story](#)

Accenture — Certification

Digital Skills: User Experience

Certification ID: [CII676R](#)

PROJECTS

[Day Stats — A Goal Tracking iOS App](#)

Role: UI Designer, UX Director

Day Stats was designed with the simplest habit tracking, goal producing, mark hitting, thought process in mind.

[Off Broadway Shoe Warehouse – Mobile App & Shopping Experience](#)

Role: UI Visual Designer, UX Consultant

I led the UI designs and UX scenarios for Off Broadway's mobile app. The project took about 7 months to complete from start to finish. Since launch the app has seen a growth of about 27% in daily active users.

[Taco Clout Mobile Apps](#)

Role: UI / UX / Content & More

The drive behind the app was to be the first to market with an app in our niche Toyota community, but also provide the easiest and most efficient shopping experience for travelers, overlanders, and mall crawlers alike!

[View Portfolio →](#)