

Adam Whitten

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I am a design leader with a BFA in Web Design & Interactive Media, specializing in UX design and ecommerce. I've worked with brands like Nike, Adidas, BetMGM, and ESPN, creating user-centered digital experiences that drive engagement and conversions.

WORK EXPERIENCE

Freelance Design & Consulting + Business Owner, Charlotte NC

Designer, 05/2024-Present

- Provided freelance design services to clients across various industries, including branding, UI/UX, marketing collateral, and digital content.
- Consulted with startups and small businesses on visual identity development, creative strategy, SEO updates, and customer experience design.
- Collaborated with developers and marketing teams to deliver end-to-end creative solutions, ensuring brand consistency and user-centric results.
- Led concept development, wireframing, and prototyping for web and mobile interfaces, using tools such as Figma and Adobe Creative Suite.
- Delivered ongoing support for existing clients, including design audits, asset creation, and campaign refreshes, while managing project timelines independently.

Small Business Highlight

- Built and scaled TacoClout.com, leading end-to-end brand strategy, UX design, and Shopify development to establish a high-converting eCommerce presence in the Toyota off-road aftermarket space.

Gambling.com Group, Charlotte NC

Lead UX Designer, 08/2021-05/2024

- Head of the North American UX design team for the sports vertical, managing a team of three designers and overseeing all design initiatives.
- Led the development of a UX strategy that seamlessly connected online sports betting with affiliate marketing, optimizing user journeys and SEO to increase conversions by 18%.
- Spearheaded the creation of a company-wide design system, standardizing elements and processes, which reduced design time by 20%.
- Designed the betting section of our partner USAtoday.com by leveraging audience data and research to curate a user-centered design, resulting in a 12% increase in clicks.
- Led continuous product testing to validate design assumptions using A/B and multivariate testing, supported by coding and prototyping.

Hemmings, Charlotte NC

Senior UX Designer, 05/2019-08/2021

- As the lead UX designer for Hemmings.com, I revamped the navigation and website flows, achieving a 20% reduction in misdirected customer service queries and significantly enhancing overall site usability.
- Curated the UX design strategy for WCAG AA accessibility standards, focusing on the needs of our older customer demographic.
- Facilitated design reviews with stakeholders to advocate for the customer perspective while ensuring alignment with business objectives.

Off Broadway Shoe Warehouse, Charlotte NC

UX Designer, 02/2017-05/2019

Interactive Designer, 08/2016-02/2017

Jr. Interactive Designer, 01/2016-08/2016

- Led co-op projects for notable brands including Nike, Adidas, Skechers, and Vans, to develop custom landing page assets, promotional campaign materials, and email marketing assets.
- Conducted comprehensive user testing for the checkout process on OffBroadwayShoes.com, resulting in an 8% increase in revenue sales by identifying and removing barriers that hindered the customer experience.
- Enhanced mobile app rewards sign-ups by improving accessibility through the integration of "Add to Wallet" features in the rewards program. This initiative simplified engagement allowing users to access and manage their rewards directly from their mobile devices.

EDUCATION

Bachelors of Fine Arts, 2015

The Art Institute of Charlotte, Charlotte NC

2015 – *Won best portfolio of graduating class*

SKILLS AND TECHNOLOGY

Figma

Sketch

Invision

HTML & CSS

Wireframing

UI design

Scrum teams

Design systems