Adam Prince
Strategic human-centered design practitioner

PROFILE

I've demonstrated success in using human-centered design methods to uncover unmet customer needs and deliver the business value of design. My recent interests include building engaged, high-performing teams that can adapt to remote work. I'm passionate about education and knowledge sharing, and I occasionally teach university-level courses and mentor early career designers.

EXPERIENCE

Wunderman Thompson (formerly Mirum) | Los Angeles, CA | 2019–Present
Associate Director, Experience Design (Nov. 2019–Present)
Senior UX Designer (June 2018–Nov. 2019)

- **Qualcomm (Fortune 500 Digital Telecom Products and Services)**
  - Delivered a multi-year digital transformation to capture $1.1B in emerging market opportunity.
  - Key contributor to current-state assessment and target-state definition.
  - Partnered with technology, content, and experience design to launch a design system comprising of design principles, a reusable component library, and copy and code style guides.

- **Principal Global Investors (Fortune 500 Financial Services)**
  - Drove day-to-day experience strategy and design, quantitative/qualitative research, resource planning, and business development.
  - Managed delivery of key project deliverables including multi-platform gap analysis, customer journey map, personas, prototypes, and usability testing.

- **Optum (Fortune 100 Health Insurer)**
  - Delivery lead for digital transformation effort consolidating six public-facing websites into a single, customer-centric experience.
  - UX performance assessment, measures of success, and experience principle definition.

Point Loma Nazarene University | San Diego, CA | 2018–2019
Adjunct Professor, Interaction and Digital Product Design

- Designed curriculum and taught introductory and advanced courses with an emphasis on human-centered design and quantitative/qualitative research methods.
- Prepared students to solve complex interaction design problems and work collaboratively in fast-paced multidisciplinary environments.

Illumina | San Diego, CA | 2015–2018
Interaction Designer

- Led the strategy, planning, execution, and governance of *Design Pattern Library (DPL)*, resulting in accessible, consistent, and efficient experience delivery across multiple platforms.
- Delivered a monthly personalization and content targeting program to drive engagement and sales across 10+ distinct audience segments.

Powerplant | San Francisco, CA | 2012–2015
Co-Founder and Design Director

- Co-Founded and grew an independent, design-led digital experience consultancy.
- Staffed and oversaw purpose-built teams to meet the needs of a variety of clients and projects.
- Managed client relationships and served as lead designer on key accounts, including Healthgram, Heliae Development, Kore Infrastructure, San Francisco Art Institute (SFAI), and Service Thread.

Studio Adam Prince | 2006–2015
Independent Consultant, UX Strategy and Design

- Developed client relationships and led strategic engagements around UX transformation.
- Crafted the vision and execution of effective, delightful experiences across a range of clients such as: nonprofits, educational institutions, arts organizations, and funded startups.

CONTACT

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STRENGTHS

Design Leadership
Product Design & Strategy
Digital Transformation
Communication & Knowledge Sharing
Design Systems
Usability Testing & Analysis
Design Operations
Cross-functional Collaboration

EDUCATION

MA, Urban Studies
San Francisco Art Institute | 2010

BFA, Graphic Design
University of Central Florida | 2005