

**Adam Porter**  
Senior Product Designer

www.adamkporter.com  
linkedin.com/in/adam-porter-2608a069  
adam@adamkporter.com  
(620) 245-7208

**I am a seasoned design professional with over 7 years in product-focused roles. My versatility is reflected in my ability to adapt to native mobile, TV, and responsive web platforms seamlessly. Throughout my career, I've fostered dynamic collaborations with product managers, engineers, researchers, and data analysts to strategize in an agile environment.**

## Experience

### **Product Design Manager, Competitive**

Hudl · Lincoln, NE · Remote  
June 2023 – Present

Working within the High School Product Team to solve impactful problems and identify new human performance opportunities for the High School Athletic Department.

Manage other designers as a career coach and mentor.

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### **Lead Product Designer, Fan**

FloSports · Austin, TX · Remote  
April 2023 – June 2023

I led the implementation of FloSports' first design system. Developed a roadmap, defined architecture, and drove alignment on business goals, pilot projects, and resource and software investments with product, design, and engineering leadership.

### **Senior Product Designer, Fan**

FloSports · Austin, TX · Remote  
May 2019 – April 2023

Implemented new project management processes within JIRA to improve team alignment, resource allocation, and exposure of crucial design initiatives.

Led discovery, definition, and delivery of a holistic redesign of the FloSports TV platform. Worked with users, marketers, product managers, engineers, and content to gather insights, align on business goals, and identify new product opportunities.

Led a small team of designers in redesigning the FloSports homepage. Collaborated with product managers, engineers, content, marketing, advertising, and executive leadership. Our top two verticals achieved a 13% increase in page views per session and nearly a 5-minute increase in average session duration.

### **Product Designer, Fan**

FloSports · Austin, TX · On-site  
May 2017 – May 2019

Led discovery and design efforts for the redesign of the iOS Watch experience. Discovery efforts resulted in an 11.97% increase in premium minutes watched, a 12.66% increase in non-replay minutes.

## Experience

### Product Designer

Mighty · Austin, TX · On-site

Jun 2016 – May 2017

Acted as an extension of the design team for startups that partnered with Mighty. Participated in user and stakeholder discovery to identify new product opportunities for our clients.

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### Product Design Intern

FanThreeSixty · Kansas City, MO · On-site

Jun 2015 – Aug 2015

FanThreeSixty gave me hands-on experience designing for digital products, presenting to large and small groups, and collaborating with an in-house product-engineering team.

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### Web & Graphic Designer

Atelier Design & Print · McPherson, KS · On-site

May 2013 – May 2016

At Atelier Design & Print, I interfaced directly with clients — concepting and producing deliverables for print and digital mediums.

## Skills

### Platforms & Software

iOS · Android · Responsive Web · tvOS · Roku · Fire TV · Figma · Miro · HTML · CSS · SCSS · Webflow · Storybook · ZeroHeight · Origami Studio · Adobe Photoshop

### Technical Skills

User Interface Design · User Experience Design · Prototyping & Interaction Design · Design Systems · User & Stakeholder Research · Project Discovery & Definition · Wireframes · Interviews · User Testing · Qualitative Analysis

### Soft Skills

Design Direction & Strategy · Written communication · Verbal communication · Cross-Functional Collaboration · Highly adaptable · High-quality, efficient work · Positive influence & hard-worker · Feedback

## Education

### **B.S. Digital Product Design**

McPherson College · McPherson, KS

2013 – 2015

AIGA

Etch Marketing & Design Team

Global Enterprise Challenge Winner

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### **Entrepreneurship Major**

Kansas State University · Manhattan, KS

2010 – 2012

Student Athlete Advisory Committee

Cross Country

Indoor Track

Outdoor Track