

Adam Matthews

Design Leader | Experience Strategy & Practice Growth

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EXECUTIVE SUMMARY

Design leader with 18+ years of experience across digital product and consulting, pairing deep roots in end-to-end UX design for complex digital ecosystems with years of experience driving design strategy and scaling practice capabilities. Proven track record driving pre-sales pursuits, shaping executive "art-of-the-possible" visions, and operationalizing modern frameworks including Agentic AI experience blueprinting, multi-tiered design thinking workshops, and design sprint models. Adept at translating ambiguous business challenges into scalable, intuitive applications that balance technological constraints with measurable business outcomes.

CORE COMPETENCIES

- **Experience Strategy & Advisory:** Digital Product Vision, Pre-Sales Prototyping, Agentic AI Frameworks, Client Workshop Facilitation, Experience Definition
- **Practice Leadership:** Designer Mentorship & Talent Development, Multi-Disciplinary Team Management, Consulting SOW Authoring & Staffing, Cross-Functional Collaboration
- **Design Execution & Research:** Human-Centered Design (HCD), User Research, Information Architecture (IA), Interaction Design, Usability Testing

PROFESSIONAL EXPERIENCE

Atos (formerly
Maven Wave)

2017 – Present

Principal, Digital Experience & Design (April 2021 – Present)

UX Manager, Digital Experience & Design (March 2017 – April 2021)

- **Practice Leadership & Methodology:** Built, scaled, and managed the DXD practice of up to 10 designers across UX and visual design; established core consulting offerings across Experience Strategy, Experience Definition, and Agile-Integrated Design.
- **Experience Definition Methodology:** Adapted and operationalized Google Ventures sprint framework across client engagements to provide clear direction for digital products and solutions.
- **Framework Innovation:** Authored and deployed proprietary consulting frameworks, including a 3-tier Design Thinking workshop model and an Agentic Experience Blueprinting methodology.
- **Pre-Sales & Executive Visioning:** Spearheaded experiential sales strategy, scoping, and SOW authoring for major enterprise pursuits; provided creative direction for "art-of-the-possible" prototypes.
- **Enterprise AI & Clinical Safety (Tier-1 Healthcare Provider):** Directed experience strategy and execution for an AI-powered patient safety event management platform.
- **Public Health Ecosystem (Statewide Academic & Public Health Partnership):** Led experience definition approach and detailed design work to craft a statewide digital platform capturing critical opioid-harm data.

Networked Insights

2015 – 2016

User Experience Architect

- **Sole UX Ownership:** Owned end-to-end user experience and product design for a complex B2B social analytics platform.
- **System Architecture & Data Discovery:** Streamlined complex data discovery workflows by designing progressive-loading interfaces.
- **Cross-Functional Strategy:** Partnered with Product and Engineering to translate roadmap priorities into actionable IA and screen designs.

Tahoe Partners

2014 – 2015

Senior User Experience Consultant

- **Healthcare Directory Concepting (Major Health Insurance Payer):** Designed the UX concept for a medical provider search platform that helped highlight in-network providers.
- **Digital Strategy Delivery:** Supported user research, IA, and design for enterprise client microsites and portals.

Razorfish

2014

Senior Information Architect

- **Aviation & Travel Booking:** Applied and extended detailed interaction models and user flows for flight selection and checkout systems, translating existing user research and core assets into a streamlined experience.

Roundarch Isobar

2011 – 2014

Senior User Experience Designer (2013 – 2014)

User Experience Designer (2011 – 2013)

- **Complex Booking Ecosystem (Global Cruise Line):** Led the interaction design and IA for multi-party dining and entertainment booking systems, as part of a Cruise Planning application. Contributed to other flows in the application.
- **Team Mentorship & Review:** Provided design direction and deliverable reviews for junior and mid-level UX designers.
- **End-to-End Design Delivery:** Executed research, stakeholder interviews, information architecture, and wireframes for clients across a variety of industries.

Rosetta Marketing

2008 – 2010

Senior User Experience Designer

- **Enterprise UX Delivery & Research:** Led IA, interaction design, in-depth user/stakeholder interviews, heuristic assessments, and persona synthesis across multi-year client engagements in various industries.

EDUCATION

Master of Human-Computer Interaction — Carnegie Mellon University

Bachelor of Science, Cognitive Systems — University of British Columbia