

ADAM FAJA

Enhancing the human experience with UX and visual design.

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SKILLS

Product design · Visual design · Wireframing · Usability testing + analysis · User stories + workflows
Prototyping · UI animation · Layout + typography · Logos + branding · Copywriting + content strategy
Photography + photo editing · Adobe Creative Suite · Sketch · InVision · usertesting.com · html + css

EXPERIENCE

ezCater Senior UI/UX Designer for iOS BOSTON, MA · 2017

Led mobile design for nationwide catering marketplace. Applied UX principles, user research, and analytics to improve conversion, ease and accuracy of ordering, and customer satisfaction.

- Optimized key features, including onboarding, sign in, home dashboard, and check out.
- Adapted the award-winning service to a native iPad experience.
- Maintained 4.9 star Apple App Store rating.

Raizlabs Senior Designer BOSTON, MA · 2014-2017

Defined end-to-end user experiences for consumer mobile apps. Translated client and user goals into wireflows, prototypes, and developer-ready visual designs. Coordinated with teams in an agile environment to deliver innovative software within technical and budgetary constraints.

- Made transit more accessible with the **Perkins School for the Blind**. Designed the BlindWays app, which earned a 2017 Webby Honor by closing the GPS gap for bus riders with visual impairments.
- Reconceived **Invaluable** auctions for iPhone, easing live bidding on fine art, antiques, and collectibles.
- Provided usability research and design strategy to boost **Domino's Pizza's** mobile ordering experience.

Blink UX Interaction Designer / Visual Designer SEATTLE, WA · 2011-2014

Applied user-centered principles to websites, software, mobile apps, and custom hardware interfaces. Collaborated with clients and internal teams to merge business requirements, user research, creative problem solving, and visual systems to deliver effective and delightful experiences.

- Designed **Amazon** Fire TV microsite, GameCircle UI, and look & feel of Surprise! mobile gifting app.
- Produced UI workflows for **Starbucks** Clover X brewer, and design guidance for mobile Drink Builder.
- Introduced features for music service **Rhapsody** including social music discovery, iTunes library syncing, and their first tablet app and smart TV app.

Eye Level Senior UX Designer SEATTLE, WA · 2006-2011

Established brand identity and website for boutique design studio. Delivered detailed wireframes, coded prototypes, and pixel-perfect visuals for startups and national clients. Acquired by collaborators Blink UX.

EDUCATION

Certificate in User-Centered Design SEATTLE, WA · 2012

University of Washington

One year graduate-level program, solidifying my foundation in user-centered methodologies: concept ideation and evaluation, prototyping, usability testing, team collaboration, and visual communication.

Bachelor of Fine Arts ANN ARBOR, MI · 1997

University of Michigan School of Art & Design