

# Adam A Torres

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## Skills

### Research & Analysis

- Project Management
- Contextual Inquiry
- Prototyping
- Interviewing
- Affinity Diagramming
- Personas & Scenarios
- Heuristic Evaluations
- Competitive Research
- Visual Analysis
- Survey Design
- Usability Testing
- Card Sorting
- Business Process Design

### Web & Graphic Design

- Web, graphic, & print design
- Copywriting
- HTML & CSS
- Ruby on Rails, PHP, SQL, & JQuery
- Wordpress & Drupal

### Software

- Microsoft Excel, PowerPoint, Word, Visio
- Adobe CS4: Illustrator, Photoshop, InDesign, Flash, & Fireworks
- Axure
- OmniGraffle
- Mac OS X
- Microsoft Windows

## Profile

Experienced researcher and designer with a versatile skill set that spans all stages of the development lifecycle. Effective collaborator, leader, and communicator with expertise in contextual inquiry, usability evaluation, and web and print design. Further experience includes interface design, information visualization, and business process design.

## Education

**University of Michigan School of Information**, Ann Arbor, Michigan

Master of Science in Information, specializing in Human-Computer Interaction, May 2009, GPA: 7.79 (3.88)

- Awarded full tuition Merit Scholarship for 4 terms and \$7,800 stipend for 2 terms.

**Boise State University**, Boise, Idaho

Bachelor of Science in Psychology, May 2007, *Cum Laude*.

- Awarded membership to Phi Kappa Phi honor society, 2007.
- Accepted to McNair Scholars Program, 2003.

## Experience

**User Experience Designer**, Citrix Online, Santa Barbara, California

**Feb 2010 — Present**

- Collaborate with developers and Product Managers to maintain and expand the user experience of products
- Utilize user-centered design methods to elicit needs and goals for products on the web, mobile and desktop
- Develop interaction design, visual design, and prototypes

**User Experience Analyst**, SUPERVALU, Boise, Idaho

**Jun 2009 — Feb 2010**

- Collaborate with tech and business stakeholders to elicit needs and goals for applications or products
- Plan and conduct usability studies with end users and business stakeholders
- Conduct data analysis and generate findings, recommendations, and presentations for stakeholders
- Assist in developing the vision for user experience within SUPERVALU

**Cofounder, Analyst, Developer, & Designer**, GroupLoops, Ann Arbor, Michigan

**Jan 2009 — May 2010**

- Led project through visioning, grant submission, planning, research, and currently leading development
- Develop user interfaces and code for an iPhone application that uses gestures for music creation
- Incorporated and cofound GroupLoops, L.L.C.

**Cofounder, Analyst & Designer**, Troubadour Mobile, Ann Arbor, Michigan

**May 2008 — Oct 2009**

- Conceptualized and developed business strategy, products, and development methodology
- Independently conducted and analyzed user research to elicit user needs and requirements
- Collaborated and assisted in the development of iPhone applications, specifically the user interface
- Developed and designed websites, logos, and other marketing materials

**Web Designer**, University of Michigan School of Social Work, Ann Arbor, Michigan

**Sep 2007 — Apr 2009**

- Collaborated with supervisor and stakeholders to generate requirements
- Performed content updates and design adjustments using CSS, XHTML, Javascript, ColdFusion, and SQL
- Improved website accessibility using the latest accessibility standards

**Operations Manager**, The Blue & Orange Store / Pro Image, Boise, Idaho

**Jan 2006 — Aug 2007**

- Collaborated with president in all aspects of merchandising, including procurement, pricing, and forecasting
- Managed e-commerce website and increased web sales and brand recognition
- Used latest social media tools and traditional web mediums to grow customer base by over 10 times
- Developed and designed web materials, logos, posters, in-store signs, and other marketing materials
- Installed and maintained POS systems and provided technical support for 5 stores

## Relevant Projects

**Gallery Open Source Project**, University of Michigan, Ann Arbor, Michigan

**Sep 2008 — Dec 2008**

- Led project team through user interviews, requirements gathering and ideation process
- Developed user profiles and scenarios, use cases, prototypes, and conducted usability testing

**Syntax2D Spatial Analysis Software**, University of Michigan, Ann Arbor, Michigan

**Jan 2007 — Apr 2008**

- Collaborated with project stakeholders to clarify and prioritize project goals
- Led team through planning and execution of a comprehensive usability evaluation

See online portfolio for more projects, project deliverables, research, coursework, and work experience.