

# Hi! I'm Adam [he/him]

Let's chat: [ad.moorman@gmail.com](mailto:ad.moorman@gmail.com); (937) 232-4849    See my work: [admoordesign.com](http://admoordesign.com)

## I'm a...

Seasoned communicator, human-centered designer, director, problem solver, and researcher.

## Experiences

### **Creative Strategist > Bloom Works > 04.2020 - Current > FTE, 40hrs/wk**

- I set creative and strategic direction with partners of all shapes and sizes – and flex into roles as a project or sprint requires
- Lead UX research and design for a mental health and substance use-focused provider directory for the state of Colorado
- Also designed a playbook about improving unemployment benefits, a suite of materials focused on improving the U.S. organ donation system, and built a SaaS solution for a reproductive health advocacy group

### **Creative Director > CommunicateHealth > 11.2013 – 03.2020 > FTE, 40hrs/wk**

- Guided the company's design aesthetic across dozens of multi-year, multi-million dollar contracts, partnering with: The U.S. Centers for Medicare & Medicaid Services (CMS), United Healthcare, The National Eye Institute (NEI), The American Academy of Pediatrics (AAP), The World Health Organization (WHO), CDC, The National Library of Medicine (NLM), Office of Disease Prevention and Health Promotion (ODPHP/OASH) The Office of the National Coordinator for Health Information Technology (ONC), Eli Lilly, Kaiser Permanente, and The VA
- Managed and mentored a talented, diverse team of visual and UX designers

### **Web Graphic Designer > Parts Express > 10.2008 – 07.2013 > FTE, 40hrs/wk**

- Design Lead for 90%+ of web content and UX for an Internet Top 500 Retailer, including site design and UX improvements – and grew weekly email revenue by 500%

### **Educator > Sinclair Community College > 10.2008 – 07.2013 > PT, 1-2 classes per semester**

- Developed and conducted a creative curriculum covering multiple areas of creation: visual design and communication, marketing, file construction and output, and being a creative professional

### **Freelance Co-Creator > admoordesign > 10.2004 – Current > Contract work**

- Consultation and co-creation for almost 2 decades!

## Technical know-how

### Skills

- Agile methodology
- Change management
- Content creation – video, written
- Creative direction and strategy
- Data visualization
- Front-end coding – HTML & CSS
- Human-centered design
- Mapping – journey, service, stakeholder
- Plain-language writing and editing
- Product and project management
- Prototyping – interactive and static
- Research – conducting, moderating, presenting, and synthesizing
- Software as a service (SaaS)
- Script-writing and storyboarding
- Wireframing

### Software

- Analytics – Google,
- Collaboration – Miro, Mural
- Communication – Meet, Slack, Zoom, Teams
- Data – Airtable, Google Analytics
- Design – Adobe, Figma, Sketch
- Email – Mailchimp, Govdelivery
- Hiring – Workable, Indeed, LinkedIn
- MS Office
- Project management – Asana, Basecamp, Jira, Teamwork, Trello
- Prototyping and wireframing – Axure, Balsamiq, Figma, InVision, Marvel
- Survey – Google, Monkey, Qualtrics
- Web platforms – Drupal, Gatsby, SquareSpace, Wix, Wordpress

## Education

Associates in Applied Science in Visual Communications with NASAD accreditation, 2004 from Sinclair Community College in Dayton, Ohio

## Select presentations

- [What you need to know in order to design for and with people of all abilities](#) – Co-Author; 2021
- [Design For Non-Designers](#) – Primary author; Various events and trainings, 2019
- [Where Data, Design, and Technology Meet](#) – Co-author; Various events, 2019