

Ben Adamson

A digital product designer and director focused on building thoughtful, usable, accessible websites.

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Experience

Assistant Director of Interactive, Syracuse University

FEB 2019 – PRESENT

Leading digital product design and development for the Division of Marketing and Communications. Designing systems, strategies, and roadmaps. Testing and vetting releases for production-readiness. Disseminating digital brand and accessibility standards.

Senior Interactive Designer, Syracuse University

OCT 2015 – FEB 2019

Designing wireframes, mockups, and prototypes for central products in the Division of Marketing and Communications. Mentoring junior designers. Collaborating with content strategy, information architecture, web development, and hosting platform teams to ship holistic products.

Interactive Designer, Syracuse University

JUL 2013 – OCT 2015

Leading a team of student designers in Information Technology Services. Imparting design standards and technical constraints to establish feasibility, quality and consistency.

Graduate Assistant + Instructor, University of Minnesota

JAN 2012 – MAY 2013

Teaching undergraduate students best practices, user-testing methods, and front-end development in *Web Design* and *Design and Factors of Human Perception*. Evaluating interface designs and markup against web standards.

User Experience Intern, Crux Collaborative

JUN 2011 – DEC 2011

Coordinating web usability studies. Assisting with information architecture, interface design, and front-end development. Conducting heuristic analyses, content inventories, and audits.

Education

Master of Science, Interactive Design

University of Minnesota

CLASS OF 2013

Thesis subject: user-experience design and web usability testing

Bachelor of Science, Graphic Design Technology

University of North Dakota

CLASS OF 2011

Entrepreneurial Studies certificate program recipient

Associate of Arts, Liberal Arts and Sciences

Northland College

CLASS OF 2009

Skillset

HTML and SASS
Some JS and PHP
Adobe Creative Suite
Git version control
WCAG compliance
Usability testing
Performance optimization
Digital brand guidelines
Jira issue tracking