Amy Adams

LEAD UI/UX DESIGNER

Bringing deep experience in product design, visual design, UX strategy, and leadership to create intuitive and engaging digital experiences for diverse audiences and major brands.

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EXPERIENCE

UI/UX DESIGNER

Concept Services, Ltd APR 2025 - MAY 2026

- Directed UX, visual design, and digital strategy across 20+ active agency accounts, designing responsive websites and landing pages from research and IA through prototype and launch.
- Used HubSpot Content Hub, ChatGPT, Gemini, Adobe Firefly, and Canva for AI-assisted design development, image generation, and rapid iteration.
- Clients included NetTax, Richards-Wilcox, Nottingham Spirk, and Aurora Storage.

UI/UX DESIGNER

Project-Based Freelance MAY 2023 - APR 2025

- Designed 3 web and mobile products spanning requirements, competitive analysis, information architecture, task flows, wireframes, prototypes, responsive UI, and design systems.
- Owned visual design, branding, developer handoff, and design QA for Remote Work Specialists, DateGrade.me, and Lunch Therapy.

ART DIRECTOR

Revance Aesthetics JUL 2020 - MAY 2023

- Directed UX and visual design across 4 brands and digital products, including IA, journey mapping, prototyping, usability testing, accessibility, and responsive design.
- Maintained 4 Figma design systems with 200+ components, partnering directly with developers through implementation.
- Developed visual design and messaging for comprehensive 48-page brand guidelines and presented design strategy across the organization.

ART DIRECTOR / UX DESIGNER

The Creative Group APR 2008 - JUL 2020

Directed multidisciplinary UX and creative work for 10+ major brands across 12 years**,** from concept through launch. *A selection:*

- **MGA Entertainment:** Online game UI, microsites, and product landing pages
- **Maybelline:** Interactive online quiz visual assets
- **Fox Entertainment:** Digital campaigns and landing pages for 40+ movie titles
- Additional clients include **Kellogg's, Home Depot,** and **Applebee's**

ART DIRECTOR / UX DESIGNER

Amy Adams Studios FEB 2001 - JUL 2008

Ran an independent practice spanning UX/UI, branding, e-commerce, product development, and integrated customer experiences. *Client sample:*

- **Original Love Notes:** Directed product and e-commerce UX for an 11-product line**,** including packaging, digital strategy, fulfillment, and Amazon's Choice recognition.
- **Lagona Apothecary:** Developed e-commerce website, retail design, packaging, brand identity.

DIGITAL MANAGER / WEBMASTER

Clear Channel Communications JAN 2000 - FEB 2001

- Managed 5 radio station websites and 100+ weekly digital assets, overseeing UX, publishing, content, and real-time updates.
- Redesigned 2 station websites, restructuring IA, navigation, layout, and visual design.

UI/UX DESIGNER

BellSouth.net MAR 1997 - JAN 2000

- Spearheaded UI/UX for Member Services website, corporate intranet, Education Gateway, and 3 B2B/enterprise software products**.**
- Partnered with product and development teams on project requirements, IA, prototyping, and complex workflows; conducted bi-annual usability studies to drive iterative improvements.

UX/PRODUCT SKILLS

UX & Product Strategy
Product Design
Interaction Design
Information Architecture
Visual Design & Branding
Design Systems
Component Libraries
User Research
Usability Testing
User Flows
Wireframing
Prototyping
Accessibility/WCAG
Responsive Design

DESIGN+PRODUCT TOOLS

UI/PROTOTYPING

Figma · FigJam · Framer
[COMPONENTS · VARIABLES · PROTOTYPING · AUTO LAYOUT · DESIGN SYSTEMS]

VISUAL/MOTION

Adobe Creative Cloud
[EXPERT PHOTOSHOP · EXPERT ILLUSTRATOR · AFTER EFFECTS]

AI/IDEATION

ChatGPT · Claude · Figma Make

COLLABORATION/DEVELOPMENT

Miro · Jira · Storybook

LEADERSHIP & COLLABORATION

Creative Direction
Design Leadership
Cross-Functional Collaboration
Stakeholder Communication
Critique & Feedback
Workshop Facilitation
Project Planning
Agile Environments

CERTIFICATES

Google UX Design
Professional Certificate

EDUCATION

Georgia Southern University