

# Adam Klaasmeyer

Product Designer

Product Designer and certified UI Developer with a proven record of delivering results. Persistence, curiosity and a strong attention to detail define my approach to solving complex design problems.

## EXPERIENCE

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### HP

April 2023 – Current

Product Designer

- Work closely with Product Owners, Frontend Developers and stakeholders to design HP enterprise software
- Responsible for wireframes and prototypes built in Figma

### Bath and Body Works

February 2023 – April 2023

UX Designer

- Collaborated with cross-functional teams to improve transactions on bathandbody.com, resulting in a 30% increase in revenue in the first quarter.
- Created user flows, wireframes and prototypes to solve solutions concerning transactions

### OneAZ Credit Union

February 2020 – February 2023

Senior UX Designer

- Led and managed team members on new design initiatives for the OneAZ online and mobile banking applications
- Solely responsible for creating and implementing the current ADA compliant OneAZ design system

### Blue Cross Blue Shield

January 2018 – March 2019

UX Designer

- Collaborated with Product Owners and Developers to solve complex user interface problems for Arizona's largest health care website azblue.com
- Led UX workshops with a wide range of stakeholders to provide insights into customer needs and behaviors
- Conducted primary and secondary research to define personas and user flows that improved user engagement

### USA TODAY NETWORK

April 2016 – January 2018

UX Designer

- Produced digital assets including HTML5 animated display ads, promotional videos and responsive mobile landing pages. Built custom HTML email for automated campaign sequences in Adobe Marketo

### Fender

June 2014 – March 2016

UX Designer

- Promoted to Lead UX Designer for jacksonguitars.com, gretschguitars.com and evhgear.com
- Performed competitive benchmarking and heuristic evaluations determining changes need to be made to improve usability on fender.com

## CONTACT

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## SKILLS

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- Figma
- HTML5
- CSS3
- React JavaScript
- User Journeys
- Sketch
- Usability Testing
- Wireframing
- Prototyping
- Human Centered Design
- Design Thinking
- Agile Method
- Version Control with GIT
- Heuristic Evaluation
- User Research
- UX Workshopping
- A/B Testing
- Google Analytics
- Miro
- Zeplin

## EDUCATION

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### Certified React JS Developer

Steve Wozniak - Woz U

### Certified UX Designer

Google UX Design Professional

### B.A. Music

University of Missouri Kansas City

### Certified Adobe Expert

Adobe Inc.

## ADDITIONAL SKILLS

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- Adobe After Effects
- Adobe Photoshop
- Lottie Animation
- Adobe Creative Cloud