



## Adam Groom

Digital Experience Designer

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## Introduction

My name is Adam Groom, and I am a designer that is passionate about creating digital products that connect with humans to make their lives easier and more meaningful. I put the user in the center of the design process while also balancing business goals. I value minimalism, honest feedback, strong opinions that are loosely held, diverse culture, and deep team collaboration.

## Competence

For sixteen years I have lived at the intersections of concept, user research, wireframing, prototyping, development, shipping, and iteration. I am also highly experienced in design systems and implementations that help teams build even faster with more consistency.

In addition to these technical experiences, I have worked as a design leader for eight years. My leadership experiences range from hiring and building teams, to building a design practice from the ground up, as well as creating processes and workflow within and exterior to the design practice. In that work, I have united design, product, and engineering together.

## Principles

### Do Good

Work accounts for the majority of our time here. Let's build things right, for good purposes, treating people nicely along our journey together.

### Lead Softly

Show others what is possible by serving them. Help people to do the same.

### People Over Process

Humans interacting with one another is more important than reducing communication with one another.

### Create, then Elaborate

Provide solid examples of your idea for others to experience. Avoid explanations that can confuse.

### Listen and Learn

Progression can only happen when we listen to one another, seeking to understand first.

## Practice

**2018 Ascension - Team Lead Product Design**  
Built and led the organization's first design team and practice. Team consisted of user research, user experience, and product design disciplines.

Created web and native enterprise applications for health-tech and internal tools. Built design process, workflow, and design systems.

**2017 NextGen Healthcare - Principal Product Designer**  
Led and managed a team of user research, user experience, and product design disciplines.

Created SaSS web applications for health-tech. Built design process, workflow, and design systems.

**2016 Tenable - UX Design Manager + Product Designer**  
Leading and managing team designers and researchers.

Focusing on SaSS cloud applications and other enterprise web applications. Building process, workflow, and design systems.

**2014 Bitovi - Product Designer**  
Lead designer on client products. Working on user research and product design artifacts.

Clients included: Apple, Walmart, Sam's Club, Levi's as well as other small startups.

**View details and full career history at:**

<http://atomgroom.com/resume/>

## Study

**The International Academy of Design & Technology**  
Chicago, IL

**Associate of Applied Science**  
Computer Graphics (Graphic Design)  
January 2001

**Bachelor of Fine Arts**  
Multimedia Production and Design (Product Design)  
December 2002