



# HELLO, I'M ADAM INGLIS

CURIOUS RESEARCHER.  
EXPERIENCE DESIGNER.

☎ 347-484-1930

🌐 [linkedin.com/in/aaeinglis](https://www.linkedin.com/in/aaeinglis)

🌐 [adaminglis.com](http://adaminglis.com)

✉ [adaminglis.design@gmail.com](mailto:adaminglis.design@gmail.com)

## PROFILE

With a passion for improving people's lives through design—I use empathy, technology, and design thinking to uncover hidden audience insight and needs. I use that insight to inform evidence-based design decisions. I'm interested in humans—their relationships with technology—and the world around them.

## EXPERTISE AND TOOLBOX

### RESEARCH AND REPORTING

Over 10 years of experience researching audiences, institutions, and texts (media) — using a mixture of qualitative and quantitative methods. My research has been both empirical and theoretical, engaging with a variety of frameworks.

### UX DESIGN / PROTOTYPING

Rapid prototyping and UI design using tools like Figma, Invision, Framer, UX Pin, Atom and others. Pen, paper, HTML, CSS, some JS.

### PROJECT MANAGEMENT

Lean, Agile, Scrum, Kanban and Jira product development frameworks. Waterfall/Gantt chart style management.

### CONTENT ENGINEERING

Producing and sourcing content from artists, writers and others. Risk, legal and ethical considerations. Copywriting, proofreading, style and design guides. Photography, lighting, audio production, video production, animation, information graphics, lettering, and art direction.

## EDUCATION

### MASTER'S DEGREE - JOURNALISM W/ VISUAL CULTURE STUDIES THESIS

Monash University, 2014 – 2017 (Melb. AUS)

### BACHELOR'S DEGREE - ARTS/MEDIA STUDIES

La Trobe University, 2007 – 2010 (Melb. AUS)

## EXPERIENCE

### UX/CX RESEARCHER

#### @HOUSE OF KAIZEN (AGENCY) FOR NEWSDAY AND HARPERCOLLINS

*Oct 2020 — Present (NYC freelance)*

I'm currently freelancing on subscriber growth through experience optimization using mixed and quantitative methods including: social listening, social network and stakeholder analysis; heatmaps and live session recordings; mouse behavior and gesture-based semiotic analysis; form and funnel analysis; and design-thinking.

### UX DESIGNER / RESEARCHER

#### @LAGUARDIA COMMUNITY COLLEGE

*Feb 2020 — Jul 2020 (NYC remote contract)*

Completed user interviews and research, a competitive/comparative analysis, journey maps, user flows, site maps, sketches, wireframes, and a clickable prototype for mobile and web. Produced social media templates and contributed to strategy. Trained staff for continued use.

### MIXED METHODS UX RESEARCHER

#### @ECONOMIST INTELLIGENCE UNIT

*Nov 2019 — Feb 2020 (NYC remote contract)*

Conducted multiple rounds of user research and remote usability tests with users in London and NYC. Produced four personas for a future EIU app, competitive analysis, content inventory, user flows and journey maps.

### TEACHING ASSISTANT / LMS ENGINEER

#### @MONASH UNIVERSITY - SCHOOL OF MEDIA, FILM AND JOURNALISM

*Jul 2015 — Jul 2019 (NYC remote contract)*

Coordinated three international research field trips with Master of Journalism students and academic staff from Melbourne, Australia, to American newsrooms, think tanks, and political sites in New York City and Washington D.C. Provided logistic support to over 60 students and faculty. Engineered IA and content for the LMS. Created experience guides for students.

### CONTENT ENGINEER / CRM ENGINEER

#### @ART & MOTION

*Jan 2015 to Aug 2016 (NYC)*

Conducted B2B research and lead generation. Engineered asset management system for digital artwork files. Engineered CRM information architecture. Managed and updated brand website. Engineered and published content showcasing artist work for website, digital marketing and social media.

### PRODUCT MANAGER / CONTENT STRATEGIST

#### @ AUSMED

*Mar 2011 — Feb 2014 (Melb. AUS)*

Managed online learning product in an agile development environment with a team of developers, designers, and content producers. Engineered a content strategy for the online offering of editorial and educational products. Grew traffic to the company blog in excess of 1500% using Facebook and email content marketing. Grew Facebook community engagement from a few hundred users to tens of thousands of users. Negotiated use rights for content from third-party publishers. Authored an editorial and visual style guide.