



Kinan D. Adams

Experience Designer & Strategist |
UX & Product Design Leader

<https://kinan.design>

kinan@alldazework.com

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

(404) 574-0029

IAAP CPACC Certified |
Accessibility Advocate

B.A. Fine Arts - Advertising &
Creative Design | Art Institute of
Atlanta | 2010

Summary

Innovative UX & Product Design leader blending human-centered design, accessibility, and development fluency to craft inclusive, high-performing digital experiences. Skilled at leading cross-functional teams, building scalable design systems, and translating research insights into measurable product improvements. Known for bridging design & engineering to accelerate delivery, enhance usability, and drive business growth.

Core Skills & Tools

Design & Research

- Design Thinking
- UX Research
- Rapid Prototyping
- UI/Visual Design
- Brand Strategy
- Design Systems
- Usability Testing
- Accessibility (WCAG AA/AAA)
- Perplexity

Development & Platforms

- HTML
- CSS
- Next.JS
- React JS
- Tailwind CSS
- Node
- Claude Code
- AEM
- AWS
- Wordpress
- Contentful
- Sanity
- Github

Tools

- Figma
- Adobe CC
- Maze
- UserTesting
- Loom
- Notion
- Microsoft
- Perplexity
- Github
- AEM
- AWS
- Wordpress
- Contentful
- Google Console

Creative Production

- Davinci Resolve
- Logic Pro X
- Procreate
- Midjourney
- Runway

Experience

Sr. UX / Product Designer | BECU (Boeing Credit Union) (Oct 2022 – Present)

Drive innovation and accessibility for digital banking & credit card products, delivering conceptual breakthroughs that enhance member experience.

Expanded the Design Toolkit in Figma with validated patterns, enabling faster delivery across 6+ product teams.

Led research planning & execution, conducting usability studies and concept tests that informed multiple product launches and reduced member friction.

Facilitated cross-functional collaboration between design, engineering, and product—shortening handoff cycles by 20%.



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Experience

Sr. UX / UI Engineer | MerchantE (Jul 2020 - 2022)

Designed and implemented a scalable design system, driving React JS adoption across the engineering team.

Delivered invoicing & hosted payment solutions that improved checkout conversion by 18%.

Conducted developer workshops that reduced onboarding time for new engineers by 30%.

Sr. UX / UI Designer | One Spring Agency (Oct 2019 - Jul 2020)

Led interaction design for fintech & government clients including Global Payments, Payveris, and the U.S. Army.

Conducted usability testing that resulted in 20% faster task completion on redesigned features.

Facilitated live design jams to rapidly prototype high-value features.

Sr. UX Consultant | Premier Logic Agency (Aug 2018 - Oct 2019)

Designed enterprise web/app components for Hartmann AG, integrating into a global design system.

Created B2B/B2C design kits, reducing design-to-dev delivery time by 25%.

Advocated for design thinking, resulting in higher stakeholder buy-in for user-centered initiatives.

Web Designer / Front-End Developer | Secure128 (Jan 2013 - May 2018)

Designed 200+ landing pages for brands including Symantec & DigiCert.

Produced award-winning campaigns for Thawte SSL interface.

Design Chief | Alldazework (Freelance) (Jan 2011 - Present)

Led artistic vision, UX/UI design, and branding for clients from community businesses to agencies.

Mentored junior designers and developers, fostering skill growth and creative excellence.