

Tee Adams

Senior UX & Product Designer

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Profile

Seasoned UX professional with extensive experience designing, testing, and optimizing user experiences across diverse applications. Skilled in crafting intuitive, user-centered solutions through a creative, strategic, and collaborative approach. Passionate about advocating for user needs at every stage of the customer journey to drive engagement, efficiency, and business success.

Experience

AT&T

Principal UX Designer

Jun 2007 - Present / Alpharetta, GA

- Develop and deliver visual design strategies for new page designs, device launches, offer pivots, wireless product launches, and support pages for att.com.
- Create compelling user experiences that drive engagement, enhance usability, and optimize conversions across AT&T's digital platforms.
- Design interactive prototypes to explore and validate new ideas that enhance customer journeys across AT&T's products and services.
- Define content strategies and conduct A/B testing to optimize messaging, enhance user interactions, and improve key performance metrics.
- Led the vision and UX design for a digital catalog featuring a dynamic, fluid interface for browsing and shopping devices and accessories.
- Directed the design and development of a trivia app that gamified training for retail and call center reps, improving sales and support performance.
- Designed an access control system utilizing biometric authentication for visitor sign-ins at AT&T workplaces.
- Created a portal for industry analysts, centralizing AT&T-specific insights and resources in a single, user-friendly location.
- Designed in-house digital concept experiences leveraging AT&T technologies for brands including Disney, Carnival Cruise Lines, Kohl's, McDonalds, DirecTV, LVMH (Louis Vuitton and Moët Hennessy), Valvoline, and AT&T Maritime Services (WMS).
- Coach and mentor junior designers and interns, fostering skill development and career growth.

Cingular Wireless

Senior Graphic Designer

Oct 2004 - Jun 2007 / Alpharetta, GA

- Designed and implemented strategies to enhance the customer experience across digital and physical touchpoints, including web, mobile, kiosks, print, and IVR.
- Conducted and moderated usability studies to gain insights, validate design solutions, and refine user interactions.
- Developed customer care collateral across multiple channels to improve the onboarding experience for new wireless customers.
- Designed and launched retail kiosks for guided selling, self-service, and customer support, improving in-store engagement and efficiency.
- Conducted contextual inquiries at call centers to observe how customer care representatives used support systems, identifying opportunities to improve workflow efficiency and user experience.

Skills

Design: UX strategy & vision, design thinking, interaction design, information architecture, design systems, wireframing, rapid prototyping, GenAI, visual design, accessibility, user flows, user journeys, personas, concept development, site maps, workflow diagrams, storyboarding, design QA, 3D modeling

Research: usability testing, user research, user interviews, contextual inquiries, heuristic evaluation, A/B testing, data analysis, competitive analysis, surveys

Tools: Figma, Adobe XD, Sketch, InVision, SketchUp, Adobe Creative Suite, MS Office Suite

Development: HTML, CSS, JavaScript (basic knowledge), responsive design, design handoff & collaboration with developers, Agile Methodologies

Soft Skills: strong communicator, collaborative, problem-solver, critical thinker, adaptable, self-starter, team player, leadership & mentorship, detail-oriented

Education

American InterContinental University

Master of Information Technology

Apr 1999 - Feb 2000 / Dunwoody, GA

Georgia Institute of Technology

Bachelor of Science in Architecture

Jan 1992 - Sep 1995 / Atlanta, GA

Macquarium

Creative Designer

Mar 2000 - Oct 2004 / Atlanta, GA

- Designed and executed creative strategies for websites, portals, and marketing campaigns for major brands, including UPS, Home Depot, Yahoo!, Coca-Cola, InterContinental Hotels Group, Delta, Travelocity, and Best Buy.
- Developed HTML templates from design comps, collaborating with developers to ensure seamless integration of back-end code and proper rendering across devices.
- Engaged in long-term, on-site client consultations to implement new online initiatives, while providing visual design and UX guidance.

Smallwood

Architectural Designer

May 1996 - Apr 1999 / Atlanta, GA

- Contributed to the design and development of office buildings and mixed-use complexes, contributing to building design, architectural drawings, and construction documentation.
- Collaborated with clients, contractors, and cross-functional teams to ensure projects were completed on time, within budget, and met design requirements.
- Created site plans, building renderings, and presentation graphics to help clients visualize final designs.