

Adam Lorentzen

Leading Engaging Experiences

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I'm passionate about crafting great experiences for people who use the products I build. I believe that, above all, people are most important. With any project, I focus on them and let the collective success be mine. This mantra has guided the work I've been involved in to be meaningful to users and valuable to stakeholders.

I'm applying for this position because I want to continue evangelizing the truth that everyone can intentionally create positive experiences. I want to work alongside people who can challenge me to become more thoughtful and skilled in the strategic approach to building powerful user experiences. Additionally, I want to provide guidance to others who are trying to find their way in a constantly developing field.

My Skills

- **Communication**
 - Empathetic, passionate, educational, audience-aware and sales-centered
- **Team Management**
 - Behavioral, observational and conversational; growth- and performance-oriented
- **Strategy**
 - Holistic, realistic and inclusive with proven service design methodologies
- **Design**
 - Intentional, directional, modern; content-focused while visually engaging
- **Usability Engineering**
 - Measurable, repeatable, objective and data-driven

My Experiences

- **Integrity** **2013-Current**
User Experience Lead
 - Lead a small user experience team to produce solutions for companies ranging from startups and small businesses to franchises and large corporations.
 - Focused on process improvement, team dynamics, work environment; established baselines for performance and quality.
 - Managed client relationships, agile projects and development teams while providing educational and organizational support for clients to successfully implement solutions.
- **Centene Corporation** **2009 - 2013**
User Experience Designer
 - Organized and lead an executive steering committee for the company intranet while planning, building and delivering timely and effective solutions with a cross-department

team of business analysts and developers.

- Lead two separate cross-channel service design efforts to produce an improved member and provider experience for a wide range of users in the Medicaid program.
- Created design standards, information architecture guidelines and content strategy while working across multiple departments and subsidiaries to implement them.

- **Commerce Bank** **2008 - 2009**

Front End Developer - Contractor

- Assisted with the conversion of an old table-based, inline-styled website to a modern CSS based layout.
- Improved user interfaces for viewing and interacting with large amounts of copy and data.

- **Validar** **2005 - 2008**

On-Site Technical Support

- Set up local databases for collecting and distributing attendee contact information for sales representatives over WiFi.
- Provided customer support to onsite vendors and generated sales for the company on future shows.
- Analyzed registration software usability and made recommendations based on user feedback to increase adoption and performance .

My Education

While there is little to no formal training for the burgeoning UX field, many professionals find that reading books, articles, blogs and attending conferences given by thought leaders is the best way to subsidize this knowledge. This is something I would recommend to my team and others that work to create positive experiences.

- **An Event Apart** **2012**
Conference by A List Apart
- **UX Intensive** **2012**
Workshop by Adaptive Path
- **Recording Engineering, Associate of Science Degree** **2005**
Full Sail University

My Work

As a leader who focuses on team contribution, my work is seldom 100% mine and mostly done offline or in-person. This is something I put great value on and take pride in; however, it is difficult to properly showcase my core competencies. If you would like to see my work or learn more about me, please view my digital portfolio at www.adamelevate.com.