

# ADAM SIMONELLI

Over 18 Years Designing, Developing, and Managing Teams

## CONTACT

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[adamsimonelli.com](http://adamsimonelli.com)

## SKILLS

### UI

Figma, Sketch, Adobe XD

InVision

Adobe Suite

Accessibility

Web, App, Responsive

### UX

Prototyping

Wireframing

Dovetail, Airtable

User Interviews

Surveys

Competitive Analysis

Design Studios

### Managing

Building Teams

Managing Performance

Developing Goals

Jira, Asana, Monday.com

Agile

### Programming

HTML + CSS

Python, Java, C++, C#

Data Processing

Game Design & Dev

## EXPERIENCE

### Stitch Fix

Principal Product Designer, Sep 2022 - Jan 2023

- Planned and conducted qualitative and quantitative UX research for Internal Tools team – illuminating pain points for Buying Team when selecting new styles.
- Influenced Q3 Product roadmap through delivery of highlight reels, data analysis, and research report.
- Established team's UX research repo in Dovetail – file structure, taxonomies, guides, etc.

### InsureMyTrip

Contract Product Designer, Jan 2022 - Current

- Created all UX & UI for successful, on-time launch of new Canadian website – prototypes, UX copy, design system components, and eng. handoff docs.
- Simplified accessing key insights for the team by building a UX Research repo in Airtable to house learnings from competitive analysis, market research, and user interviews.

### Lightspeed HQ (Upserve)

Senior Product Designer, Hospitality, Feb 2019 - Sep 2022

- Led product design in North America for the Hospitality vertical.
- Maximized visibility of insights by establishing team's research repo in Dovetail.
- Coordinated with the Global team to rebrand Upserve's entire suite of products.
- Facilitated design workshops with Data Science and Product to envision a new, best-in-class benchmarking product making it easier for users to discover insights on their own.

### Wayfair

Senior Product Design Manager, Apr 2012 - Apr 2018

- Formed and managed a team of designers, researchers, and content strategists to efficiently tackle and influence our extensive roadmap.
- Led design across a diverse range of products including: Wedding Registry, Sales & Promotions, Lifestyle Brands (AllModern, Birch Lane, Perigold, Joss & Main), and Acquisition & Retention Marketing.
- Launched newly-designed Wayfair Registry on time, increasing active users by 25,000 in first 5 months.

### Mohegan Sun Resort & Casino

Senior Web Designer, Dec 2006 - Apr 2012

- Primary designer and developer across a variety of digital projects for Mohegan Sun, sister sites, and other event-based experiences.
- Designed web assets for display ads, social media, and email.
- Coordinated and launched large-scale marketing email campaigns.

## INTERESTS

Video Games

Rupaul's Drag Race

Cooking

Broadway Musicals

Ramen

Cats

Board Games

Harry Potter

Puzzles

Trashy Reality TV

Renaissance Fairs

Game of Thrones

Vacuuming

## EDUCATION

**University of Rhode Island / Community College of Rhode Island**

Computer Programming & Information Processing, Jun 2018 - Jun 2020

**Rhode Island School of Design**

BFA Graphic Design, Sep 2001 - Jun 2005