

Adam Dutton

Product Designer

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Skills

Interaction Design
Visual Design
Prototyping
Mobile Design
System Design
User Research
HTML/CSS, JS, React, Git
Workshop Facilitation
Communication & Writing
...and more!

Tools

Figma	Whimsical
Sketch	Photoshop
Framer	Illustrator
Abstract	Pen & Paper
InVision	...and more!

Education

CDIA at Boston University

Graphic & Web Design - 2006 to 2008

Interests

Astronomy & human spaceflight
Timelapse/night sky photography
Running, Hiking, Backpacking

Work Experience

Lead Product Designer / Volusion

November 2015 to Present

In recognition of my contributions to company goals and merchant success, I was promoted to Lead Product Designer in 2015. My responsibilities now include:

- Leading the design of Volusion product from the ground up, including dozens of meticulously designed features and experiences covering the full user journey from onboarding and first-time use to site design tools and order management
- Taking the initiative to lead a cross-functional team of designers and stakeholders through a full redesign of Volusion's decade-old visual brand identity
- Connecting and empathizing with Volusion merchants, gaining insights into their needs in order to make informed design decisions
- Conducting user tests to validate usefulness and usability of low-fi designs, then documenting and presenting findings to product stakeholders for review
- Spearheading the effort to develop a comprehensive design system comprised of component libraries and patterns for use by both designers and developers
- Mentoring, encouraging, and advising junior product designers by providing constructive feedback and leading by example
- Coding mockups and prototypes in HTML/CSS, Javascript and React to help articulate designs and behaviors, and aid developers in implementation

Senior UI Designer / Volusion

July 2013 to November 2015

My design approach progressed in a way that led me to join the Volusion product team as a UI Designer in 2013. My responsibilities included:

- Creating a detailed style guide and pattern library used by developers and product managers of Volusion's enterprise software platform, Mozu
- Leading the UX/UI design of Volusion's first iPhone, iPad, Apple Watch, and Android apps using mobile design best practices and interface guidelines
- Developing new product design concepts used as catalysts for evolution from our legacy product to a modern, responsive platform with a fresh visual style

Senior Web Designer / Volusion

July 2010 to July 2013

In 2010 I joined Volusion, a full-service ecommerce software platform as a web designer in the creative services department. My responsibilities included:

- Designing comprehensive websites for Volusion merchants' online stores, including mobile designs, UI/UX design, and complete logo brand kits
- Collaborating with team leads and department heads to design and develop internal productivity tools and Volusion merchant onboarding resources
- Communicating with clients to understand their website vision and expectations
- Coding entire websites in HTML/CSS for use with Volusion's page template system