

# ADAM ROBERTS

SENIOR PRODUCT DESIGNER

AUSTIN, TX

## CONTACT

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Email: [aroberts1187@gmail.com](mailto:aroberts1187@gmail.com)

Phone: (713) 416-8303

Website: [www.theadamroberts.com](http://www.theadamroberts.com)

## BACKGROUND

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Senior Product Designer with 11 years of experience scaling complex enterprise B2B platforms, SaaS, and CRM ecosystems. Proven track record of translating ambiguous user needs into unified, multi-persona design architectures.

Depth in cross-app interaction, design-systems work and pattern definition, and driving product alignment with cross-functional teams.

## SKILLS & TOOLS

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Design & Prototyping: Figma, Adobe Creative Suite

Collaboration & Workshop Facilitation: FigJam, Miro, Slack

Product Management & Delivery: Jira, Confluence, Storybook

AI & Technical: Claude Code, HTML/CSS

User research & usability testing

Accessibility audits, WCAG standards

## EDUCATION

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### General Assembly

User Experience Design Immersive

### University of Texas at Austin

BA, Economics

## Keller Williams Realty, LLC

Austin, TX

Lead UX Designer for the 'Agent Success' and 'Grow Your Business' ecosystems, partnering directly with Product Director and Tech Lead to steer vision across the tech org. Served as the definitive subject matter expert for Command's team user experience over a 6-year period, establishing long-term design roadmaps and architectural standards.

### Senior Product Designer

Feb 2021 — Mar 2026

- Led UX architecture for 'PORT' (Permissions, Orgs, Roles, Teams), unifying distinct solo and team user workflows into a single, cohesive platform experience.
- Orchestrated design alignment across 10+ cross-functional product teams, authoring comprehensive governance frameworks, permission guidelines, and UX copywriting patterns to scale design consistency.
- Designed the Team Management and permissions UI — tools to manage roster and a permission model that scaled across every application in the suite.
- Owned the strategy and design for the advanced-filtering ecosystem, establishing component and interaction patterns adopted across the entire enterprise platform to boost data-discovery efficiency.
- Accelerated engineering migration to the team architecture by delivering interactive, multi-tenancy proof-of-concepts that demonstrated future platform capabilities and revenue streams.
- Grew with the design org from the third in-house designer to a team of 20; mentored associate designers, ran peer reviews and critique. Led cross-functional workshops to promote design thinking throughout the company.

### UX Designer

Jun 2018 — Feb 2021

- Designed across the Contacts, Transaction Management, and User Profile product areas — highlights include profile-system consolidation, contact details and opportunity pipeline interface, and lead-assignment workflows anchored in the company's response-time goals.
- Created the Agent Lifecycle Map, a cross-functional reference model printed and used company-wide to align teams on the agent journey.

## uShip

Austin, TX

### Interaction Designer

Oct 2015 — Jun 2018

- Co-designed uShip's white-labeled enterprise platform for DB Schenker, directly supporting a European network of freight logistics agents and dispatchers.
- Conducted field research across Europe and translated insights into enterprise-ready marketplace features, leading the end-to-end redesign of core systems like Grouped Loads bidding and enterprise listings management.
- Designed core marketplace surfaces including shipment management table and details UI, and a carrier bidding calculator; produced supporting UX artifacts (personas, user stories, journey illustrations).