

ADAM ENGSTROM

User Experience Research and Service Design

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SUMMARY

Psychologist turned researcher with a flair for unpacking complex problems and quickly adopting new tools and processes to translate research into actionable business insights

WORK EXPERIENCE

Lead User Experience Researcher

Home Depot

Oct 2022 - Present

- Led research strategy for the Home Services department that better captured the entire customer journey and produced actionable insights for product teams
- Managed tasks, monitored morale, and identified and removed obstacles for a team of four junior researchers and two service designers
- Leveraged design thinking methodology to help stakeholders form project visions and identify key metrics and users
- Developed and coordinated relationships with other research and design teams throughout the company

Senior User Experience Researcher

Home Depot

Oct 2020 - Oct 2022

- Identified common customer pain-points through leveraging data from thousands of non-buyer surveys and coordinated with several departments to create internal processes to reduce barriers to sales and recapture lost leads
- Developed a more nuanced and holistic understanding of customers' goals and pain-points throughout the lifespan of a home improvement project through crafting and orchestrating multiphased and mixed method research studies
- Provided recommendations for how to streamline and modernize customer communications and interactions based off of usability tests and interviews with end-users

User Experience Research Architect

Accenture Industry X.0

Jan 2019 - Jun 2020

- Advised teams on development of usability testing plans for design validation across multiple countries such as the US, Germany, the UK, and China
- Identified user pain points in various systems through contextual inquiries and used the findings to develop narratives to build client empathy for the end-user
- Created searchable, interlinked databases of over 1,000 research findings to improve access to user research
- Built interactive Axure prototypes of designs for in-depth user tests and to help clients get buy-in from key stakeholders
- Navigated complex internal client relationships to deliver in-depth critiques and recommendations based on user research

UX Researcher and Designer

Blue Cross Blue Shield of Michigan

Aug 2017 - Dec 2018

- Pioneered the use of and led teams through Google Venture Design Sprints, including rapid usability testing, for both internal and external clients
- Developed and led focus groups through a participatory design exercise that prioritized site features and information and allowed users to play a more active role in the redesign of the Medicaid micro-site
- Conveyed recommendations based on card sort findings to executives for how to better organize web site information architecture to better match users' expectations
- Worked with designers to develop a multiple phase plan to standardize design across the entire BCBSM digital ecosystem to reduce friction caused by disjointed interactions

EDUCATION

University of Michigan

MS in Human-Computer Interaction

Sep 2015 - Apr 2017

University of Wisconsin, Milwaukee

Certificate Web Development & Design

Jun 2014 - Apr 2015

London School of Economics

MS in Social and Cultural Psychology

Sep 2011 - Sep 2012

University of Minnesota, Twin Cities

BA (Honors) in Psychology

Aug 2006 - May 2010

SKILLS

Research

Contextual Inquiries

Usability Testing

Survey Design

Interviewing

Card Sorts

Analysis and Evaluation

Cross-Cultural User Research

Personas and Scenarios

Google Design Sprints

Heuristic Evaluation

Web Accessibility

Affinity Mapping

Story Mapping

Design

Wireframing

Prototyping

Tools

Miro/Realtimeboard

Adobe Photoshop

Adobe Illustrator

Axure RP

Balsamiq

AirTable

Sketch

Figma

Languages

HTML 5

CSS 3