

Ahmad Adams

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Education

University of Maryland Baltimore County, Baltimore, MD

MS Human-Centered Computing, May 2025

BA Media & Communication Studies, May 2023

Work Experience

Residential Experience Graduate Assistant | UMBC Residential Life | July 2023 – July 2025

- Responsible for supervising and mentoring 6 Lead Resident Assistants. Communicates with vendors, manages budgets, and advises on the design of marketing materials
- Review assessments of Residential Life initiatives and conduct focus groups of staff and residential students
- Develop training materials to be presented to Resident Assistants

Digital Marketing & Web Development Intern | UMBC Professional Studies | February 2022 – June 2023

- Developed over 75+ social media posts averaging around 100+ views on Instagram
- Published content on the Professional Program's WordPress blog that appeals to diverse audiences, archiving digital content through Airtable.
- Evaluated UI design layout of the MyUMBC website to maximize interaction potential
- Responsible for accessibility testing of WordPress and Instagram content.

Arts Coordinator | OCA Mocha | January 2023 – May 2023

- Coordinated outreach efforts for company initiatives with local artists and community members.
- Researched and developed informational materials for art exhibits.
- Designed and facilitated children-centered activities averaging 5-10 children over 16 weeks. Increasing attendance from the previous average of 2-3 to 5 on average.
- Organized and served as a facilitator for 10 artist interviews.

Relevant Projects

Space Jam 1996 Website Redesign

- Conducted heuristic analysis using User Accessibility Reports to identify site pain points.
- Created wireframe sketches for new website page layout
- Developed and conducted 6 user interviews over 3 week period
- Created sketches for the desktop interface and iterated into a high-fidelity prototype
- Conducted competitor analysis and developed reports highlighting experience through the interaction design lifecycle.

Product Design Totally Spies Compowder

- Created a concept video that portrays the uses of the product
- Created user persona, extraordinary cards, and empathy maps to help inform design choices
- Performed Hierarchical Task Analysis to solidify processes and screens that needed to be developed
- Storyboarded concept video that reflects typical use cases of device

Skills

Programs: Adobe Illustrator, Photoshop, Davinci Resolve, Clip Studio Paint, and Figma.

UX skills: Data gathering, user interviews, observation, document review. Heuristic evaluation cognitive walkthroughs, user persona, scenario creation, empathy mapping, concept video production, color theory, logo design, image compositing