

Christina Adames

UX Design Leader with 18+ years across digital strategy, content production, and business development. Expert design thinker, facilitator, and transformation consultant for enterprises looking to the future with hybrid-cloud and A.I.

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EXPERIENCE

IBM, Remote / Travel — Advisory Designer & Team Lead, IBM Client Engineering

MARCH 2021 - PRESENT

- Framed business problems & opportunities through design thinking leadership for external client CIOs, CEOs, and department heads grappling with complex, multi-million dollar initiatives within Fortune 500 companies leading to the advancement of key client relationships and adoption of IBM technology
- Enabled sales leaders, account leaders, and brand sellers in the 1st quarter of 2022 to land hybrid-cloud and A.I. opportunities totaling 14 million dollars with Fortune 500 companies through cross-functional team leadership in design thinking, agile, and lean startup practices
- Led 5 internal initiatives including the co-creation and design of 2 globally-scaled workshops with IBM executive leadership that accelerated the company's objectives resulting in cultural transformation and successful deployment of 80+ cross-functional tech leaders and managers across the organization
- Mentored, coached and trained over 30 students, interns, early graduates, and mid to senior level designers in the IBM Garage Methodology and workshop facilitation best practices contributing to a robust on-boarding experience within the company's new go-to-market strategy
- Recruited and hired high performing talent
- Served as team lead in a top performing team carrying 30% of revenue for an entire national sales market
- Advisory member for Americas Design Leaders (16 design leaders among 70 total designers) providing insight to the design practice and gaining alignment with senior leadership on business strategy and execution to meet IBM's business objectives

SKILLS

User-Centered Design.
Lean UX.
UX Writing.
Project Management.
Mentorship.
Creative Direction.

LINKS

[Personal Site](#)

[Linkedin](#)

[Publications](#)

PROJECTS

Finance Industry
AI Ops Solutions

Energy Industry
Data Fabric Solutions

Telco Industry
5G and Edge Solutions

Axiom Financial Analytics
Software
Software Design

EXPERIENCE (cont'd)

Syntellis Performance Solutions, Remote — Lead UX Designer, Finance & Higher Ed

SEPTEMBER 2020 - MARCH 2021

- Led user-centered design process from research and discovery to delivery on agile product teams across verticals.
- Maintained consistency across verticals through design principles, UX best practices, and design system strategy.
- Led a remote team of senior and junior ux designers on product design projects and design system implementation.
- Worked closely in a remote environment with product managers, product owners, lead engineers, and QA analysts across verticals and multiple time zones on a daily basis.
- Delivered UX requirements documentation, research synthesis, wireframes, prototypes, and final mockups on time within aggressive timelines.

RD Global, Inc., Fort Lauderdale, FL — Lead UX Designer

SEPTEMBER 2019 - SEPTEMBER 2020

- Drove design projects from conception to implementation.
- Maintained a continuous dialog with customers along the way.
- Transformed ideas, business opportunities, research and creative vision into tangible assets that provided clear, usable, useful and desirable outcomes for users.
- Designed brainstorming, reviews, and working sessions with an agile, multi-disciplinary team.

Cancer Treatment Centers of America, Boca Raton, FL — UX Project Manager

SEPTEMBER 2018 - MARCH 2019

- Reported directly to the VP of Product and supported Senior Product Manager in leading content, UX design, and development teams in efforts to launch a corporate website on an aggressive deadline.
- Created and resolved tickets in JIRA for UX and content issues to address user needs and improve the performance of product features based on UX audit.
- Maintained agile methodology through development sprints and issue tracking. Facilitated daily scrum meetings for UX, web, and development teams. Attended retrospectives, contributed to user stories and performed daily JIRA grooming.

PROJECTS (cont'd)

Property Insurance
Software Design

Cancercenter.com
Website Launch

Joycemeyer.org
Website Redesign

Crackerbarrel.com
Website Redesign

InTouch.org
Website Redesign

EXPERIENCE (cont'd)

Arrow Digital, West Palm Beach, FL — UX Content Strategist

OCTOBER 2014 - FEBRUARY 2017

- Worked closely with UX designers, project managers, and developers in the research, discovery and content strategy process for internal and national client application development projects.
- Delivered content audits, editorial strategy (style guides, governance, concepts, editorial calendars), content management (information architecture, content gathering & migration), website data analysis, content production (copywriting, asset production), and optimization (SEO, keyword targeting, implementing and teaching best practices).
- *Software & systems employed:* Sitecore, DNN, GatherContent, Google Analytics, SharePoint, Moz Pro

[Click to view additional work experience>>](#)

AWARDS

IBM Eminence and Excellence Award, 4th Quarter Rising Star Award

2021

IBM Eminence and Excellence Award, 1st Quarter Growth Award

2022

Cancer Treatment Centers of America Medic Project, Platform Launch Award

2018

EDUCATION

IBM Design Thinking Practices

IBM Agile Methodology

IBM Global Sales School

(Over 270 hours achieved), Virtual —

Various Certifications ([Click to View All](#))

2021

Springboard UX Career Track, San Francisco, CA — *Certificate in UX Design*

2019

Thomas Jefferson University, Philadelphia, PA — *Liberal Arts*

2006 - 2008

Full Sail University, Winter Park, FL — *Associate of Science in Recording Arts*

1999 - 2000