Adam Zeiner

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Strategic Designer + Facilitator with 10+ years of professional experience. Avid avocational Organizer, for communities of niche Design + Art practice until 2022. I intend to catalyze and foster systems change through strategic design. Focused on "soft" human-action systems (via a Service Design lens), networks in the broadest sense, integrating futures literacy into design practice, information architecture + visualization, and engaging w/ intimate and less formal communities of practice and the people who comprise them.

EXPERIENCE

Expedia Group - Remote in Asheville, NC

Lead UX Designer + Strategist - contract to FTE role; January 2022 - Present

- Acted as an interim member of the Core Services Product + Partner XD Leadership Teams, May-October 2024
- Recipient of the Q1 '24 Core Services Product Excellence Award for significant contributions to automating billing and calculation services in a more human-centric manner
- Platform XD team co-lead + programs lead, bridging the Core Services + Partner Products sub-divisions of EG Product & Technology; XD includes Designers, Writers, Researchers, Strategists, and Design Technologists.

Design Institute for Health - Austin, TX → Remote in Asheville, NC

Interaction Designer → Systems Designer; July 2018 - January 2022

- Joined as our studio's first and only Interaction Designer. Pivoted between functioning in an Interaction, Service, and Systemic Design capacity while filling in for Design Researchers as needed.
- Granted a title change to convey the Service and Systemic Design work I engaged in, along with the role I often played flexing to support Design Research and Strategy, and the Futures-Design role I occasionally got to operate in on a project-by-project basis.

MU/DAI → Drawn - Austin, Texas

Senior Associate, Interaction Design → Experience Designer; March 2017 - July 2018

- I joined the MU/DAI Austin studio as the 2nd member of the Experience Design team to support and extend their core competencies in Design Research, Rapid Prototyping, and Product Development.
- Transitioning into an Experience Design role allowed me to continue primarily focusing on Interaction Design and systems-focused efforts while also doing UI Design, and supporting Design Research & Strategy efforts.

projekt202 - Austin, Texas

User Experience Designer; February 2016 - March 2017

- Worked in a multifaceted UX Design consultant role focused primarily on Interaction (UX) and Interface (UI) Design, while supporting Experience Research and Strategy efforts.
- Recipient of the 2016 Rising Star Award – As the name indicates the Rising Star Award is for folks widely recognized as "awesome!" by their peers and clients, and are on their way to becoming future superstars.

Razorfish - Austin, Texas

Associate Design Intern → Associate Designer; June 2014 - February 2016

- On the Citi Retail Services account, my primary focus was on building, maintaining, and extending the Fusion white label design language, while applying it to the 30+ Citi Financial Partner brands in support of developing and creating the LPACA Design System from the ground up for Citibank.

Mass Relevance → Spredfast - Austin, Texas

Product Design Intern, Consumer Experience Team; August 2013 - June 2014

- Part of a small "Viz Biz" R&D team comprised of a Customer Experience Lead, a Product Manager, Full Stack Developers, and a Visual Designer. My role shifted between UI Design, Visual Design for Data Visualization, and in-browser Prototyping (HTML, CSS, JS) on a project-by-project basis.

EDUCATION

Washington University in St. Louis; August 2021

- Systems Science for Social Impact Summer Institute, Group Model Building Track

Franklin University Switzerland, The Taylor Institute; January 2021 - February 2021

- Systems Thinking Foundations for Service Designers, Certificate of Completion

The University of Texas at Austin; Aug. 2009 - May 2014

- BS in Advertising, with an emphasis in Copy Writing, Art Direction, and Interactive Media
- Interdisciplinary Certificate in Digital Arts & Media from the Bridging Disciplines Program